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House Group Revives 10 Million Tax Levy

Radio Would Be Assessed 5 to 15% on Net Time Sales; Hope Is Voiced for Dropping of Plan in the Senate

EXPECTED to nick the radio broadcasting industry for perhaps as much as $10,000,000 in additional Federal income taxes, the House Ways & Means Committee last Friday reported out and introduced to the House the $3,500,000,000 defense tax bill.

Despite previous indications that no specific levy on broadcast incomes would be included in the new measure, the committee at the eleventh hour wrote into the bill a provision calling for taxes ranging from 5 to 15% on net annual time sales of $100,000 and over.

Debate on the measure, the product of three months of work by the committee, is scheduled to start Tuesday. House passage is expected by next Friday, Aug. 1, and the Senate Finance Committee probably will start public hearings within a week of House approval. The Senate hearings will last about two weeks, it was indicated.

The bill, premised largely on Treasury Department recommendations, is designed to bring in an additional $3,500,000,000 in taxes for the defense program.

A Heavy Burden

Although there was some disagreement between Treasury and industry estimates on the amount of revenue that would result from the levy on radio's net time sales, there was little doubt the tax would make a substantial dent in the economic returns of virtually all the larger stations, as well as national and regional networks. According to Treasury and committee estimates, the ascending tax scale would yield between $4,500,000 and $5,000,000 additional from the industry, but independent estimates, based on FCC income figures for the industry, indicated the yield might reach $10,000,000.

Since the exact language of the bill was not available Friday, there was uncertainty over the actual amount of the tax increase for the industry. Apparently the Treasury estimates were predicated on the deduction of the net time sales tax from the taxable income for corporate surtax and excess profits tax purposes, which in effect would mean an actual increase of about $5,000,000. However, in view of the uncertainty, industry observers cautioned that present consideration should look to a possible $10,000,000 increase.

As the full import of the "surprise" provision in the bill struck, station and network officials made plans to fight the levy, charging it was discrimininatory against radio. Since it was indicated the bill probably would go to the House under a rule barring amendments from the floor except by committee members, small hope was seen for successfully opposing the provision in the House. However, some indications were seen for a successful fight against the levy in the Senate, particularly in view of its "discriminatory" characteristics.

NAB President Neville Miller last Thursday, in letters to Chairman Doughton and all members of the Ways & Means Committee, charged that the proposed tax was discriminatory and asked for reconsideration by the committee. Declaring that "the broadcasting industry does not and will not seek to evade its just and proportionate share of the tax burdens which of necessity must be increased because of the present emergency", Mr. Miller called the levy an "unwarranted penalty" on broadcasting.

Doughton May Delete

Possibility of voluntary action by the House committee to knock out the radio tax provision was foreseen Friday following a conference of broadcasters with Chairman Doughton, of the Ways & Means Committee. NAB President Miller, F. M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president, conferred with the legislator and left with him Mr. Miller's letter of protest.

The FCC last Saturday released a special tabulation grouping stations with net time sales aggregating $100,000 annually and over [see below]. The tabulation did not cover networks, which roughly

Income Factors of Broadcast Stations Whose Time Sales Exceeded $100,000 in 1940

(As reported by the licensees to the FCC)

Item	Particulars	Time Sales Group: $100,000 to $150,000	$150,000 to $200,000	$200,000 to $250,000	$250,000 to $500,000	$500,000 to $1,000,000	$1,000,000 or more	Total
1	Number of stations each with time sales within the amounts shown for the group	49	45	25	69	42	8	238
	Income—							
2	Sale of time to networks	$814,103	$1,660,957	$1,688,187	$7,624,029	$10,014,000	$5,207,125	$27,008,401
3	Sale of time to others	5,420,733	6,271,740	4,019,056	16,402,036	20,302,075	8,639,140	61,054,780
4	Total sale of time	$6,234,836	$7,932,697	$5,707,243	$24,026,065	$30,316,075	$13,846,265	$88,063,181
5	Deduct: Commissions and outpayments (none payable by stations on network time)	419,185	762,747	600,780	2,562,133	3,664,599	1,544,799	9,554,243
6	Balance, net time sales retained	$5,815,651	$7,169,950	$5,106,463	$21,463,932	$26,651,476	$12,301,466	$78,508,938
7	Add: Incidental revenues	231,256	422,700	384,314	1,419,446	2,644,643	1,565,917	6,668,276
8	Total broadcast revenues	$6,046,907	$7,592,650	$5,490,777	$22,883,378	$29,296,119	$13,867,383	$85,177,214
	Expenses—							
9	Total broadcast expenses, including all items of direct and indirect expense but not including Federal Income Tax	$4,795,378	$6,375,048	$4,319,409	$16,914,938	$19,959,416	$9,279,585	$61,643,774
	Broadcast Service Income—							
10	Net income before Federal Income Tax	$1,251,529 [1]	$1,217,602 [2]	$1,171,368 [3]	$5,968,440 [4]	$9,336,703	$4,587,798	$23,533,440

[1] Includes 1 station whose reported broadcast expenses exceeded reported broadcast revenues by the aggregate amount of $9,100.
[2] Includes 8 stations whose reported broadcast expenses exceeded reported broadcast revenues by the aggregate amount of $344,852.
[3] Includes 2 stations whose reported broadcast expenses exceeded reported broadcast revenues by the aggregate amount of $127,610.
[4] Includes 2 stations whose reported broadcast expenses exceeded reported broadcast revenues by the aggregate amount of $40,882.

Editor's Note—The 188 stations covered in first four columns would fall in 5% tax bracket under proposed Defense Tax Bill; the 42 in the fifth column would fall in the 10% bracket; the 8 in the sixth column would fall in the 15% bracket. Network earnings, also to be taxed in the 15% bracket, are not covered in this table.

The FCC lined up in this fashion when the press-radio hearings opened (l to r): Commissioners Wakefield, Walker, Fly, Case, Craven, Payne

Radio Slumbers: Presto! $10,000,000 Super-Taxes—*An Editorial*

SO RADIO, again victimized by the lobbyists, is going to be taken for another little buggy-ride to the tune of about $10,000,000 in super-income taxes on net time sales of more than $100,000.

The House Ways & Means Committee, without even as much as a word of industry testimony on the provision, has saddled the new graduated tax on broadcasting. It isn't a franchise tax—that was killed during the hearings. But it is a discriminatory tax against radio advertising, spirited into the committee draft at the eleventh hour, after the confectionery, cutlery, metal-sign and other folk had been successful in rescinding about $35,000,000, which apparently had to be made up in some way.

Radio evidently has proved itself an easy mark in the eyes of both the legislative and the regulatory establishments in Washington. There had been ample warning that radio was being singled out for special treatment. Early this year, the Allied Printing Trades Assn., representing unions identified with the printed page, announced a colossal lobby to shackle radio with a special franchise tax, designed to yield about $12,000,000 and thus (heaven only knows how) to help the printing industry. After a preliminary foray from the industry, through the NAB, little was heard of this move. But the under-cover work went on.

Just two weeks ago [BROADCASTING, July 14], we heard that the move to revive a special impost upon radio advertising, superimposed over general taxes, had been made before the House Ways & Means Committee. Coupled with this was a reported Treasury move to impose special taxes on all advertising at the source, possibly based on agency billings.

But something happened. There is no special tax on the income of other major media—newspapers, magazines, farm papers or direct mail. Only radio and the billboards were tapped when revenue was needed quickly. Was it because these two media had not made themselves articulate?

No advertising medium should be subjected to special taxation. If one is singled out, especially one that devotes so much of its substance (time) free to Government although some newspapers and magazines are now accepting paid advertisement for a Navy recruiting drive, it is rank discrimination, giving other media an undue advantage. The plain truth is that radio again has been caught napping. It hasn't told its story to the House Committee, either in public hearing or otherwise. But it's a reasonable guess that the Allied Printing Trades Assn. and its well-known lobbyists have imparted their story in cloakroom and private office.

Official comment has not emanated either from the House Committee or the Treasury on the new tax proposal. But, we are told, "proponents" of the tax felt the added cost could be passed on to advertisers; that even with the super-tax, broadcasters still would enjoy a high return (it would cut net earnings in half) and they should be willing to pay a high tax for a "valuable franchise".

This proves simply that the pressure boys have been getting in their licks while the broadcasters were on the sidelines, wrestling with the FCC, the unions and ASCAP. It means that the broadcasters have never told their story of the hazards of broadcast operation; of the slim margin between substantial profits and red ink; and of the extraordinary unbudgetable expenses that cannot be apportioned, occasioned by the handling of special events and national defense or in time of crisis or disaster. The only story they have heard is that radio literally rolls in wealth.

The defense tax bill is not yet law. After it passes the House it must go to the Senate Finance Committee for hearing, prior to Senate action. The industry must make its stand there. Radio, in time of national stress, is prepared to bear its portion of the taxes. But it cannot survive under the American Plan if it is to be stripped to the bones by discriminatory imposts.

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are calculated to contribute between $3,000,000 and $4,000,000 of the aggregate supertax. The FCC table listed 238 stations with time sales of $100,000 or over, although it was explained that 13 of these reported expenses exceeding broadcast revenues, leaving 22 stations clearly subject to the proposed tax.

Network spokesmen were quick to deny any reported acceptance of the drastic levy without a murmur. They declared the tax proposal would not be accepted calmly, and that the networks would stand on Mr. Miller's statement.

Mr. Miller also announced that the NAB has retained Ellsworth C. Alvord, Washington tax counsel, to represent it at the hearings before the Senate Finance Committee.

Outlining industry opposition, Mr. Miller said the "special penalty on radio advertising" would drive advertisers to newspapers, magazines and other media. He declared that although the tax appears to be in the nature of an excise, it really is a tax on gross income of radio stations. The broadcasting industry, under general corporate levies, is paying its share of Federal taxes and will continue to do so, but the new levy would reduce net income of many stations by as much as 50%, he commented. Alluding to early proposals for a punitive tax on broadcasting, Mr. Miller stated that the American Federation of Labor had advised him that "it does not favor a special tax on broadcasting which would have the effect of penalizing certain of their members for the dubious advantage of other members employed by competing industries".

Study Aided by FCC

If opposition forces were unable to remove the provision from the bill, it was believed a move would be made to lighten the burden on broadcasters by extending the levy to cover newspapers and magazines. The "discriminatory" nature of the levy was borne out further, in the minds of some industry observers, by the fact that the bill also includes a tax on billboard renters, ranging from $5 for billboards up to 200 square feet in area, to $8 from 300 to 600 square feet, and $11 over 600 square feet.

Inclusion of the levy in the new bill climaxed efforts along this line by the Treasury and others. Representatives of the Treasury and the Ways & Means Committee have conferred on several occasions during the last several months with the FCC Accounting Department in an effort to determine the possible effects of such a tax. However, the FCC has indicated its activities in the matter have been of a completely objective nature, in response to requests from the department and the committee.

Indications of the possibility of a radio tax came early during committee hearings, with John B. Haggerty, president of the International Allied Printing Trades Assn., strongly advocating a Federal franchise tax on the gross receipts of radio stations.

Under the Haggerty proposal, a 10% levy would have been placed on gross sales between $25,000 and $100,000, 15% between $100,000 and $500,000, 20% above $500,000. The same day Mr. Haggerty appeared before the committee, May 19, Rep. Connery (D-Mass.) introduced a bill calling for a graduated gross income tax on station earnings, ranging from 10% to 20% on annual earnings of $150,000 and above. The Connery bill is still pending in the House. Early in July Rep. Sauthoff (Prog.-Wis.) also appeared before the committee in an effort to have a franchise tax for radio facilities included in the bill, but the committee failed to accept his proposal [BROADCASTING, Feb. 24, March 24, May 26, June 2, June 9, July 7].

Set Tax Raised

Although no official draft of the new bill was available Friday, it was understood the measure provided for a graduated tax on net time sales, as follows: No tax on

(*Continued on page* 58)

Newspaper Inquiry Off to a Wobbly Start

Inaccurate Data, Vulnerable Testimony, Stifling of Counsel Mark Probe

OBVIOUSLY unprepared and working under forced draft, the FCC's widely publicized inquiry into newspaper ownership of broadcast stations got off to a shaky start for two days last week and then quit until Wednesday of this week.

Though every effort apparently is being made by Chairman James Lawrence Fly to keep the inquiry running through the balance of the summer, all signs pointed to an adjournment this week, or possibly next, until mid-September. Several other members of the Commisison, including the Craven-Case minority which has opposed the inquiry from the start, are not disposed to sit through the summer. And the Commission's legal staff, cuffed around during the first hours of the hearing by commissioners because of the inadequacy of exhibits and testimony, probably is yearning for time.

Table of stations identified by FCC wth newspaper ownership and story analyzing FCC exhibits at Newspaper-Radio hearings will be found on pages 16-17.

Hanson Stifled

A half-dozen witnesses, four of them subpoenaed by the Commission as experts, and two members of the FCC staff, were heard during the Wednesday and Thursday sessions last week. They appeared as Commission witnesses, presumably to lay the foundation for the case that might justify divorcement of newspapers from station ownership, either through regulation or recommended legislation to Congress.

That Chairman Fly, with or without consent of his colleagues, proposed to have the Commission take testimony before the question of jurisdiction is determined, was made clear before the hearing was five minutes old. He announced denial of the petition of the American Newspaper Publishers Assn., challenging the FCC's jurisdiction, and cut short its counsel, Elisha Hanson, when he attempted to argue the issue.

Mr. Hanson then revealed he had suggested to four witnesses subpoenaed by the FCC that they refuse to appear in what he described as "illegal proceedings". He identified them as James G. Stahlman, former president of the ANPA and publisher of the *Nashville Banner*, now on active duty as a lieutenant commander in the Navy; Edwin S. Friendly, business manager of the *New York Sun;* Arthur Robb, editor of *Editor & Publisher*, and William A. Thompson, director of the ANPA Bureau of Advertising.

Whether the FCC will attempt to force appearance of these witnesses by court action was the hot question. Though Chairman Fly, who spark-plugged the proceedings as he has in the past, said the matter would be "taken up in due course", extreme doubt was expressed that the Commission would allow the jurisdictional question to go off on a subpoena tangent.

Chairman Fly likewise refused to entertain a motion from former Judge Thomas D. Thacher, of New York, chief counsel for the Newspaper-Radio Committee, that the jurisdictional question be argued in advance of the taking of testimony. But he treated the former Solicitor General of the United States with extreme courtesy in contrast to the sharp tongue-lashing given Mr. Hanson.

Despite the lean-over-backward stance taken by Chairman Fly in his opening statement [see page 52] which expressed an open mind by the FCC on the question of newspaper-ownership, his interrogation of witnesses indicated he was seeking to build a case against the propriety of joint newspaper-ownership and operation of broadcast stations. The whole trend of questioning by Commission counsel was in that direction.

The preponderant view was that thus far the expert witnesses called by the FCC had boomeranged. Direct testimony that appeared to support the contention of undesirability of joint operation (which was scant) promptly was exploded in questions largely from Commissioner T. A. M. Craven, or from Judge Thacher or Louis G. Caldwell, counsel for WGN, owned by the *Chicago Tribune*.

In the audience were some 50 or 60 publishers or executives of newspaper-owned stations, rallied largely by the Newspaper-Radio Committee, representing 120 stations, headed by Harold V. Hough, of WBAP-KGKO, and the *Fort Worth Star-Telegram*. The dominant view was that the FCC, or at least Chairman Fly, had already made up its mind that something should be done to force divorcement of newspapers from stations, and that, on the long haul, the Administration, or at least the radical New Deal fringe, is shooting at the press.

The view also was freely expressed on the sidelines that the expert testimony of witnesses, subpoenaed by the FCC at government expense, is not of paramount importance but that the "between-the-lines" interpretations will count. In this regard, greatest importance thus far has been attached to the presentation of a batch of exhibits prepared by the FCC's Accounting Department showing the economic position of newspaper-affiliated stations as compared to non-newspaper stations and the 31 stations owned or managed by the networks.

Sutton Supplies Data

DeQuincy V. Sutton, head broadcast accountant of the FCC, had just begun his explanation of these documents when the inquiry was recessed until Wednesday. He was the Commission's key witness during the chain-monopoly inquiry of 1938, which resulted in the eight punitive regulations now being renovated after reverberations that ran from the White House to the Capitol. In the newspaper-divorcement case he probably will assay to show by figures that there is a concentration of earnings in such jointly-owned ventures, and that competitive advantages result.

The star witness, called by the FCC as an expert, proved to be 72-year-old Marco Morrow, veteran of the Capper Publications in Topeka and board chairman of WIBW. He described radio as "inherently a part of journalism" and favored newspaper ownership of stations without qualification. He favored, too, ownership of the only station in a community by the only newspaper, contending that this does not increase the danger of monopoly but would make for better public service.

Examination of witnesses for the FCC was handled by Thomas E. Harris, senior assistant general counsel, and David Lloyd, chief of the Inquiry Division, who is supervising the FCC's "field work" in the newspaper inquiry, with investigators rummaging through station, press association and network files for ammunition. This activity, indulged in for the first time by the FCC, has won the recently created investigation unit, a Fly innovation, the soubriquet "Super-Swoopers".

Hough Disappointed

Mr. Hough, following the first day's proceedings, expressed "keen disappointment" over the Commission's denial of "fair hearing" on an issue which he said should have commanded immediate and impartial attention. Alluding to Chairman Fly's refusal to hear Judge Thacher on his plea that the Commission had no power to make any classification of newspaper stations as against non-newspaper stations, Mr. Hough said this "departed from normal and customary procedure" and "just does not seem on the square to me".

Pointing out that the Commission now is refusing to act on pending applications for licenses by newspapermen "contrary to the duties imposed upon it by the statute under which it operates", Mr. Hough said that regardless of any conclusions on the merits, "we were here with counsel after having petitioned for the right to be heard and after having been granted an opportunity to present the legal considerations involved."

No Conclusions Formed, Fly Says at Opening

Fireworks developed at the hearing almost with the opening gong. Chairman Fly first read into the record his opening statement, in which he contended the joint control over newspapers and stations has been a topic of interest, "both in Congress and elsewhere".

After he had stressed the Commission's purpose as a "fact-finding" mission, he said no conclusions had been formulated and the facts developed at the hearings "may lead us to the conclusion that no rules or policies whatever need to be developed". Other alternatives, he said, were that the FCC might conclude recommendations should be made to Congress, or that it should lay down certain rules and policies within the jurisdiction already given it by Congress [see text of statement on page 52].

Even before opposing counsel

THIS LEGAL BATTERY, opposing the FCC's inquiry, lined up in the first row of the Archives Bldg. auditorium. Examining the copious exhibits introduced by the FCC are (l to r) Louis G. Caldwell, who filed an appearance for WGN, Chicago; Sydney M. Kaye, associate counsel, Thomas D. Thacher, chief counsel, Abe Herman, associate counsel, and George Hourwich, all for the Newspaper-Radio Committee; Elisha Hanson, chief counsel for American Newspaper Publishers Assn.

got to their feet, Mr. Fly settled the question of jurisdiction, asserting the Commission believed it would be premature to enter a discussion now. The Commission will afford "ample opportunity" for expression of views on the jurisdictional question "if and when it contemplates the issuance of any rules", he explained.

Chairman Fly said the Commission "is determined to be informed", and believes its jurisdiction to make a study of the problem is clear, as stated in the opinion denying the motion to quash filed by ANPA [see next column].

The first phase of the hearings, Chairman Fly said, would be devoted to calling witnesses from the FCC staff and to their presentation of exhibits and documentary evidence. He announced formally that all the hearings will not be held consecutively. After the Commission puts in its basic testimony, he said, others whose appearances have been allowed will be permitted to call witnesses. Then there will be an adjournment "for a period to be determined"—probably until mid-September.

CIO Asks Chance To Appear at Hearing

Chairman Fly said finally that since the hearings are concerned with the relationship between stations and newspapers, some understanding of the latter industries is necessary. But he observed that the Commission does not contemplate any action with respect to the newspaper industry apart from its relationship to broadcasting.

In addition to the appearances and petitions filed covered in Chairman Fly's statement [see page 52] it was learned that the CIO, through its general counsel, Lee Pressman, also had asked for opportunity to be heard. In a letter to the Commission dated July 18, Mr. Pressman said CIO is "vitally interested in the use of radio as an important means of communication both because the CIO and its affiliated organizations have frequent occasion to use broadcasting facilities, and because its interests are the subject of discussion by others who may control or make use of broadcasting stations and facilities." He asked for "a few hours of time".

Other appearances filed were on behalf of the Forward Wheeling Radio Corp., an applicant for a new standard broadcast station in Wheeling, and the Parkersburg (W. Va.) Sentinel Co., seeking a local in Parkersburg, both filed by James S. McCluer, Parkersburg attorney. The applications have been placed in the pending files because of the newspaper inquiry.

Immediately following reading of the opening statement, ANPA Counsel Hanson asked why his appearance had not been noted, and FCC Assistant General Counsel Tom Harris observed that the Commission had settled the ANPA motion that morning in denying the motions to quash the proceedings.

Hanson, Fly in Controversy As ANPA's Plea Is Refused

CLEAR-CUT indication by the FCC that it intends to pursue its inquiry into the propriety of newspaper ownership of broadcast stations, unless tripped by court action, was given last Wednesday before the actual taking of testimony at the hearing.

The Commission announced its decision and order denying the motion of American Newspaper Publishers Assn. that the proceedings be vacated [BROADCASTING, July 21], and then Chairman Fly refused to permit Elisha Hanson, general counsel of ANPA, to argue his motion.

Mr. Hanson, in a rough-and-tumble colloquy with the chairman, finally served notice that he intended to litigate the issue if, as and when the Commission sought to subpoena any of his clients. He told the Commission his clients would refuse the subpoena, indicating that in that manner the question would be brought before a properly constituted tribunal.

Later On, Perhaps

Chairman Fly likewise refused to hear argument from Judge Thomas D. Thacher, chief counsel for the Newspaper-Radio Committee, on the whole question of the propriety of the proceedings, Judge Thacher having laid his foundation on the contention that the Commission was powerless to do anything about newspaper ownership of stations under the existing law.

The position taken by Chairman Fly, presumably after consultation with the Commission before the hearings got under way, was that there would be ample time to argue the whole jurisdictional question if, as and when the Commission decided to issue regulations.

Finding it necessary to dispose of the Hanson motion before the procedings actually were open, the Commission issued a 2½-page decision just before the proceedings started. It pointed out that the ANPA petition was filed July 15 —eight days before the hearing— and requested the Commission to vacate its Orders 79 and 79-A, on the ground that it lacked authority to conduct such proceedings.

"Our jurisdiction to issue Order 79 and 79-A was carefully considered prior to the promulgation of those orders," said the opinion. "It seems inconceivable to us that an argument could be seriously advanced against the inherent power of any administrative agency, endowed by statute with power to hold hearings, issue subpoenas, etc., to conduct general hearings of the type involved here."

After reciting what it construed as the Congressional intent, as reflected in the Communications Act, the Commission pointed out that with the advent of FM, the question of newspaper ownership took on increased importance. It pointed out that of 116 applications for FM licenses, 45 filed by newspaper interests confronted the Commission with the necessity of determining whether granting of FM licenses to such interests would serve the public interest, convenience and necessity.

Can Study Anything

The Commission held that its authority under the Act to institute the proceedings on newspaper ownership is not limited, but that an inquiry may be authorized as to "any matter" concerning which "any question" may arise under "any of the provisions of this Act". Even if the questions arising under Orders 79 and 79-A were not clearly matters arising under Section 309, the opinion stated, the Commission could conduct "such a general inquiry preliminary to determining whether to make recommendations to Congress for additional legislation".

In denying the petition, the Commission concluded:

"The instant petition appears to be less concerned with Order No. 79 and Order No. 79-A than with some possible regulations, the precise nature of which petitioner does not state, which it fears the Commission may promulgate at some future date. It would certainly not be conducive to the proper dispatch of business to permit petitioner at this time to argue the validity of purely suppositious regulations which may or may not be promulgated after the hearings are closed.

"If at the close of the hearings we do determine that the public interest makes regulation necessary or advisable, our procedure allows ample opportunity to argue the validity or invalidity of such regulations at that time."

Hanson Draws Wrath Of Chairman Fly

Following a sharp interchange, Chairman Fly refused to permit Mr. Hanson to continue his preliminary argument, insisting he would have ample time later. Refusing to be silenced, Mr. Hanson said that witnesses of ANPA already subpoenaed by the Commission would refuse to appear, and Chairman Fly snapped back that their failure to answer the subpoenas "will be taken up in due course".

While there was no clarification, attorneys assumed the Chairman meant that the individuals might be cited in Federal court. But it was thought in other quarters the FCC would not let the question of its right to conduct the proceedings undergo court test on the issue of its right to subpoena witnesses.

When Mr. Hanson persisted in his effort to challenge the Commission's jurisdiction, Chairman Fly sternly cracked back that he would not condone further interruptions and that the hearing would proceed. Mr. Hanson then placed in the record the argument he had prepared on the jurisdictional question.

After Mr. Hanson had stalked out of the room he told newspapermen that ANPA witnesses who had been advised not to appear in answer to subpoenas were James G. Stahlman, former ANPA president and publisher of the *Nashville Banner*, now on active duty as a Lieut. Commander in the Navy; Edwin S. Friendly, business manager of the *New York Sun*, an ANAPA executive; Arthur Robb, editor of *Editor & Publisher*, and William A. Thomson, director of the ANPA Bureau of Advertising. He said the FCC proceeding was "illegal" and that it had no power to force appearance of witnesses by subpoena.

Thacher Also Denied Right of Argument

Judge Thacher appeared to impress the Commission with his arguments, but Chairman Fly nevertheless, in the light of the ruling on the Hanson motion, denied him the privilege of presenting his detailed statement. Mr. Thacher argued that the Commission, in a legislative proceeding, cannot under law hold up applications from newspapers, now in its files, whether standard or FM, since its conclusions must be in the nature of legislative recommendations to Congress.

Unless the present law is amended, Judge Thacher argued, the Commission cannot make a distinction between newspaper and non-newspaper applicants. He conceded the FCC's right to make the study, but said that whatever may be deduced it is still true that the Commision lacks authority to act unless there is a change in statute.

When Judge Thacher suggested that the FCC first obtain from its counsel a formal opinion as to whether it has the legal right to distinguish between different classes of applicants or licensees, General Counsel Taylor interposed that he would not venture to render such an opinion "until the facts are in the record" and added he knew of no reason why the Commission should not postpone its ruling on jurisdiction.

Exhibits Introduced By FCC's Witnesses

Only two witnesses were heard on the first day—Allen W. Sayler, supervising investigator of the FCC, who identified and explained a series of exhibits prepared under his direction and Elmo Roper, survey expert, whose public opinion studies appear in *Fortune*. Prof. Roper was subpoenaed by the FCC as one of its expert witnesses, and analyzed the results of studies bearing on both radio and newspaper public opinion, conducted since 1938.

Interrogated by David Lloyd, chief of the FCC Inquiry Division,

who directed the field investigation work that precipitated an industry furore, Mr. Sayler identified and placed in the record a series of exhibits dealing with newspaper ownership of broadcast stations, relationship of set ownership to newspaper circulation, and other comparisons bearing on the two media.

He was frequently interrupted by members of the Commission, who questioned the manner in which certain of the exhibits were prepared and what they tended to prove. Because of inaccuracies which were detected, permission was given the Commission staff to correct the exhibits and to change titles, headings and footnotes [See story on page 17].

The initial exhibit embodied a list of 298 stations which the FCC contended were associated with newspapers. Competent observers declared it was full of errors, and although described as being reasonably correct as of June 30, it failed to take into account a substantial number of changes authorized by the FCC itself prior to that date.

Chairman Fly Critical of Exhibits

Chairman Fly led most of the questioning and frequently took to task FCC counsel because of the "lack of clarity" of the exhibits.

One of the exhibits introduced disclosed that the total newspaper circulation in the United States increased from approximately 29,000,000 in 1922 to more than 41,000,000 in 1940, though the number of daily newspapers decreased from 2,033 to 1,877 during the same period. The number of radio stations during this period increased from an estimated 30 to 822, with the number of receiving sets jumping from 400,000 to 50,100,000.

Judge Thacher questioned the accuracy of the sets-in-use figure, pointing out that it probably was cumulative and that no accounting had been made of replacements.

The next witness was to have been L. D. H. Weld, director of research of McCann-Erickson, and research economist for *Printers' Ink*. Mr. Weld was absent due to illness, so the Commission received an identified exhibit tending to show estimated advertising expenditures in the five major media from 1928 through 1940, prepared by Mr. Weld.

Roper Describes Habits of Public

The data, published in past issues of *Printers' Ink*, showed that in 1940, of total advertising expenditures of $970,000,000, newspapers received $545,000,000; radio, $200,000,000; magazines, $160,000,000; outdoor, $50,000,000; farm papers, $15,000,000. This compared to $760,000,000 returned to newspapers in 1928 out of a total of $1,115,000,000 expended. In that year radio was credited with $26,000,000.

Prof. Roper, subpoenaed by the Commission as its third expert witness, described in detail the results of several surveys made for *Fortune*, covering "the press and the people". He explained these surveys were conducted by the personal interview method. Analyzing the results of these surveys [previously published in BROADCASTING], Prof. Roper said they indicated that people in the prosperous class devote more attention to newspapers than to radio, but those in the middle and poor classes listen more and more for their news.

He said he did not think there was any documentary proof that radio is faster as a new disseminating medium than newspapers, but that the public "feels it is faster".

Responding to Judge Thacher, Prof. Roper agreed that the general tempo of war events since the Munich crisis has increased both the volume of newscasts and of radio listening. Things are happening more quickly, he said.

In answer to Commissioner Craven, Prof. Roper said he did not believe the results of his surveys indicated any lack of confidence by the public in newspapers, but indicated that radio as a source of news has increased in importance with the acceleration of world events. While this increase has taken place, he said newspapers had not retrogressed, accounting for the increase in newspaper circulation.

He said that to compare radio with the press is to compare an infant industry with an old established medium. The press has entered what he described as probably the "consolidation stage, while radio is still in the mushroom growth era".

Prof. Charnley Tells Of Script Problems

Prof. Roper said his latest survey, made for a private client, showed that the tendency in the lower income level groups is to listen to the radio for news to an even greater extent, whereas for the prosperous group the newspaper remains the primary news source.

When the second day's session opened Thursday, Gov. Case was absent, due to illness. The Commission called as its first witness Mitchell V. Charnley, journalism professor at the U of Minnesota. In addition to teaching journalism, he has also specialized in radio script writing and explained that he was generally conversant with processing of news for radio, as well as newspaper handling.

OPPOSING COUNSEL as the hearing opened were David Lloyd, chief of the FCC Inquiry Section (left) who examined Commission witnesses, and former Judge Thomas D. Thacher, chief counsel for the Newspaper-Radio Committe.

Examined by Assistant General Counsel Harris, who alternated with FCC Attorney Lloyd, he said there is a substantial difference in writing for the two media, since radio technique requires the "ear" appeal while the newspaper is geared toward eye appeal. Moreover, he explained the radio audience is likely to be a group, whereas the newspaper is prepared for reading by one person at a time.

Defining other variations in writing for the two media, Prof. Charnley said that the long story on the radio is very much different from the long story published in the newspaper, since radio offers news in capsule form. He cited a number of taboos on the air, which are used in newspapers regularly. Among these were the words "rape", "blood" and even "snake".

Prof. Charnley agreed that if two persons handled the processing of news for radio, their judgments would be different, primarily on the smaller items, but that surveys have revealed that selection of important news is relatively uniform.

Finds Similarity In News Selection

It would be desirable in the case of joint newspaper-radio ownership to have separate staffs select the news, he said, but in either event the selection would be relatively the same. Whereas the newspaper story uses a "hard lead", he said, in radio a "soft lead" is desirable, with shorter sentences and "anecdotal style".

Chairman Fly pursued the examination to ascertain how much of a news budget coming from the press association or associations into a station actually gets on the air. Prof. Charnley said this would vary with the number of news services taken by the station and the amount of time devoted to newscasts, but would be only a fraction of that actually transmitted.

He agreed with Chairman Fly that people listen to important speeches on the air, whereas they probably do not read entirely through the same speeches when published in full text in the newspapers.

Chairman Fly said his effort was to ascertain who controlled the selection of news broadcast.

Cross-examined by Judge Thacher, Prof. Charnley said he had no information on the number of newspapers operating radio stations which used the same news staff. He declared his previous testimony was based on his own observations, but he had made no research on his own. As far as he was aware, he said, there was no basic difference between the news service provided stations and that supplied newspapers.

He said he was not in a position to express an opinion on comparative merits of newspaper affiliated stations and unaffiliated stations.

Questioned by WGN Counsel Caldwell, Prof. Charnley said the chances were very great that any story heard on a newscast would

(*Continued on page 52*)

SOME 200 broadcasters, newspaper publishers, engineers, attorneys and FCC employees made up the audience in the Archives Bldg. when the opening gavel sounded for the newspaper-radio hearing. In the foreground (standing at the left) is Telford Taylor, FCC general counsel. Arguing the question of FCC jurisdiction, is Thomas D. Thacher (extreme right), Press-Radio chief counsel.

New York Keys of Networks And AFM Sign New Contract

Three-Year Arrangement Provides Two Sets of Wage Increass, Adjustment to Living Costs

CONCLUDING six months of conferences between network and union officials, contracts were signed last week by NBC, CBS and WOR, New York MBS key station, and the New York local (802) of the American Federation of Musicians, covering musical network broadcasts until Feb. 1, 1944.

Contracts are retroactive to Jan. 20, 1941, when the broadcasters and union exchanged letters agreeing to continue the previous contracts except for certain provisions to be worked out in conference.

Wage Increases

Chief changes from the previous agreement include two sets of wage increases, one covering the year from Jan. 20, 1941 to Feb. 1, 1942, and the other covering the ensuing two years of the contracts; guarantees of minimum employment, and provision for adjustment of the salary scales if the cost of living should increase radically.

The three contracts are identical except for the minimum employment requirements, under which CBS agrees to maintain a minimum of 65 musicians, WOR 40 and NBC, for both WEAF and WJZ, 130 for nine months of the year and 115 for the remaining three months. NBC's contract also contains the proviso that should either of its New York stations be disposed of, its minimum would be reduced to that of CBS, or 65.

New contracts also cover in full detail the matter of "delayed broadcasts" for individual stations unable to carry network programs at the time of the network broadcasts and for regional groups which cannot advantageously carry the programs at the time of the network broadcasts.

Limit on Delay

No extra charge is made by the musicians for these delayed broadcasts, provided the regional recorded broadcast is made within 12 hours of the original program and the single station delayed broadcast made within 24 hours if the program is recorded in New York or 48 hours if it is recorded elsewhere.

For instrumentalists employed a full 25-hour five-day week on commercial programs the weekly wage of $150 continues unchanged. Those employed for a 25-hour week on sustaining programs have been raised from $110 to $115 for this year and for the two years beginning Feb. 1, 1942, will receive $120 weekly.

Instrumentalists employed for a 20-hour week on either sustaining or sustaining and commercial shows were raised this year from $115 to $120 weekly and next February will receive another $5 increase for the duration of the contract.

Per diem rates for instrumentalists have been boosted from $32.50 to $33.75 and next year go up to $35. Straight overtime charges have been increased from $1.25 a quarter-hour to $1.30 and go to $1.40 next February. There have also been minor changes in piece rates.

Arrangers working on sustaining programs were raised from $110 to $115 a week for this year and next February go to $120 for the remaining two years covered by the contract. Commercial scale for arrangers remains at $160. Scale for arrangers working a 20-hour week on a mixture of sustaining and commercial programs remains at $125 a week until Feb. 1, 1942, when it becomes $130.

Boost for Conductors

Copyists will continue at $70 weekly until February, after which their minimum increases to $75. Directors of music libraries remain at $150 a week and their assistants at $75. Conductors will also get increases for sustaining program work, their commercial program scale remaining at $262.50 a week.

The cost of living clause in the new contracts provides that if at the end of any calendar year the Bureau of Labor index for living costs shows an increase of 10% or more over the previous year, the union may ask for an adjustment of rates, to be negotiated. If negotiations fail to produce an agreement between union and employers, the contract further provides for arbitration under the auspices of the American Arbitration Assn.

POLLY TELLS THE ARMY every morning on KDON, Monterey, Cal., about social events, athletics and military news. Her participating program, called *Private Polly*, is built around talent from nearby Army posts, including radio folk. Here she is with Howard Nelson, formerly of WHN, New York (left) and Paul Jones, formerly of NBC, Hollywood. The station has posted 1,500 placards on every bulletin board at the posts. Program is heard 6-7 a.m. Private Polly is Polly Connell. Only soldiers' requests are honored on the program.

Hope for ASCAP Pact Is Seen Despite Futility of Meeting

Networks Tied Up by More Vital Problems But Talk of Compromise Already Is Heard

DESPITE the rejection by the ASCAP board of NBC's counter proposal for return of ASCAP music to its networks, conversations between the two organizations have been resumed and it is expected that in due time an agreement will be reached.

The more pressing problems of the broadcasting industry, which have kept Niles Trammell, NBC president, and other key executives almost continuously in Washington, have tended to interrupt discussions and the vacation season has produced further interruptions, so that no contract is expected before fall. It is generally believed, however, that if ASCAP and NBC come to terms, CBS will accept a similar ASCAP contract.

No official statements of progress have been forthcoming, but it is understood that when ASCAP turned down NBC's proffered 2½% of net time sales for a blanket license, and when NBC in turn refused to consider the 3% basis of the MBS contract, ASCAP officials sounded out Mr. Trammell on splitting the difference and settling on 2¾% which they said they might be able to persuade the ASCA board to accept.

ASCAP also suggested, it is understood, that the discussions be confined to network contracts only, leaving consideration of individual station licenses for NBC's M&O stations to a later time, when they could be included in a general industry discussion. It would not be desirable, it was pointed out, for NBC and ASCAP together to set up a pattern for the entire industry, as part of a network contract.

Prosecution of ASCAP's suit against NBC, CBS, NAB, BMI and their officers is largely dependent upon the outcome of the NBC-ASCAP negotiations, it is learned, with little likelihood of the suit being filed unless and until a complete breakdown occurs.

Meanwhile, ASCAP has secured further extensions from the July 28 deadline for its answer to the BMI-Marks suit on the question of whether performance rights are owned by the composer or the publisher.

The court has given ASCAP an additional 10 days in which to move for dismissal of the suit and 20 days after that in which to file an answer if dismissal is not requested, which in effect postpones the deadline a month.

Nominating committees of ASCAP last week presented to the board of directors their list of candidates for the 12 vacancies in the board and ballots are now being mailed to ASCAP members. Results will be announced at the general membership meeting in August. Three board members are to be elected from each class of candidates, as follows:

Standard Writers—Deems Taylor and Oley Speaks (incumbents), Philip James, Clara Edwards, Horace Johnson, Geoffrey O'Hara, John Tasker Howard and Harvey Enders. Popular Writers—Edgar Leslie, John Marcer and Otto Harbach (incumbents), L. Wolfe Gilbert, George Whiting, Stanley Adams, Lee David, Dorothy Fields and Richard Rodgers. Standard Publishers—Walter Fischer and Gustave Schirmer (incumbents), John Drain, Carl T. Fischer, A. Walter Kramer and W. Deane Preston Jr. Popular Publishers—J. J. Bregman, J. J. Robbins and Will Von Tilzer (incumbents), Edwin H. Morris, R. F. Murray and Lester Santly.

Bayuk Expanding

BAYUK CIGARS Inc., Philadelphia, on Aug. 4 is expanding its MBS schedule for Phillies with a new twice-weekly program titled *Cal Tinney Sizing Up the News*. Monday and Wednesday, 8-8:15 p.m. on 74 stations with a West Coast repeat at 7:15 p.m. (PST). On Aug. 5 Sam Balter's *Inside of Sports* program will shift from 30 to 74 MBS stations, Tuesday, Thursday, Saturday, 7:45-8 p.m. with a repeat for the West Coast at 7:15 p.m. (PST). In New England *Inside of Sports* will shift from Yankee Network, Monday, Wednesday, Friday, to Colonial Network, Tuesday, Thursday, Saturday, effective Aug. 4. The Tinney program will originate from WIP, Philadelphia, and Balters show from WFIL, Philadelphia, instead of the West Coast, as heretofore. Agency is Ivey & Ellington, Philadelphia.

Spots for 'Sergeant York'

WARNER BROS., New York, has appropriated $500,000 for the country-wide promotion of the picture, "Sergeant York", which includes spot announcements on stations in cities where the picture is to be shown. Details, being worked out by Warners and Blaine-Thompson, New York, the agency, will be announced early this week.

MacMillan Oil Spots

MacMILLAN PETROLEUM Corp., Los Angeles (MacMillan Ring-Free Motor Oil), on Oct. 25 will start participations on two early morning prgorams, *Good Morning*, six times weekly on WGN, Chicago, and *Newsreel Theatre of the Air*, daily on WHN, New York. Agency is Roy S. Durstine Inc., New York.

CALIFORNIA FRUIT GROWERS EXCHANGE
Sunkist
Oranges-Grapefruit-Lemons

LOS ANGELES
CALIFORNIA
July 9th 1941

ADVERTISING DEPARTMENT

Mr. Carleton Coveny
John Blair & Company
Chamber of Commerce Building
Los Angeles, California

Dear Mr. Coveny:

Mr. Wilkinson of Lord & Thomas has told me of your fine cooperation in connection with our spot broadcasting activities. Thank you, and please convey my appreciation to your stations which are carrying our business.

While our campaign employs all basic media, we are mindful and appreciative of the opportunity which spot radio affords in supplementing and augmenting the coverage of other media on short notice where conditions in this quickly changing business make such effort advisable.

It is of value to us in our campaign, for example, to remind the public of the value of hot lemonade in centers affected by flu epidemics. We also find it productive in bolstering distribution in particular areas, to put pressure behind especially competitive markets and to fill in the gaps not covered by our network program. Spot broadcasting enables us to adjust our advertising to local situations effectively — and quickly.

Again, please accept my thanks for your cooperation.

Sincerely yours,

Russell Z. Eller

Russell Z. Eller:gs

MR. RUSSELL Z. ELLER, ADVERTISING MANAGER
CALIFORNIA FRUIT GROWERS EXCHANGE

EXTRA PRESSURE ON COMPETITIVE SPOTS

ADDED COVERAGE FOR THE BALD SPOTS

RAPID ACTION FOR THE SEASONAL SPOTS

"SPOT BROADCASTING enables us to adjust our advertising to local situations effectively—and quickly"

. . . says Mr. Russell Z. Eller for Sunkist

In the fast moving produce business, local problems frequently arise—seasonal, competitive or market-wise—which "national" advertising is too inflexible, too slow acting to deal with. That is why Sunkist and many another large network advertiser turns to Spot Radio for local action where and when the action is needed. It's a way to bring advertising and sales management a long step closer together... to the boundless benefit of both!

● Spot Broadcasting assures maximum effectiveness because you have unrestricted choice of stations and of spots with known audience. Ask a John Blair man.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

New NBC Station To Pickup Foreign Programs Opened

Network Listening Post Now Ready for Another Crisis

NBC's new listening post located at Bellmore, Long Island, 40 miles from the interfering influences of Manhattan's steel buildings and electrical circuits, was formally dedicated last Wednesday in the presence of some 150 newspaper and radio men.

Participating in the brief ceremony, which was broadcast on NBC's Blue Network, were Joseph V. Connolly, president of International News Service; Harry Flory, foreign news editor of United Press; Byron Price, executive news editor of Associated Press; Niles Trammell, NBC president; Jules Van Item, chief of the listening post; George Tobler, staff member at the post, and H. V. Kaltenborn, news commentator.

Moscow Like a Local

The program also included pickups of shortwave broadcasts from Rome, Moscow, Berlin and London as received at the new location, former site of the transmitter of WEAF, New York key station of the Red Network.

At this location, described by Mr. Van Item as one of the most favorable along the Atlantic Coast, NBC has installed a battery of eight of the most sensitive shortwave receivers which bring in stations as far away as Moscow with the clarity of local stations, he said. A crew of 24, 12 engineers and 12 monitors, operate the post. Minimum qualifications for the position of monitor, Mr. Van Item explained, include familiarity with at least four languages in addition to English. Altogether the staff can understand and translate 22 different foreign languages, he added.

The post is linked to NBC's newsroom at Radio City by teletypewrite circuits, private telephone lines, a microphone circuit and a program transmission line. Foreign broadcasts monitored at the post are simultaneously recorded for playback and translation and once translated the address, communique or news report is immediately relayed to Radio City.

Raymond F. Guy, radio facilities engineer, said a series of rhombic receiving antennas will be installed at the post within the next ten days, diamond in shape and mounted on poles 60 feet high, the new antennas will be 250 feet long and pointed in the direction of the overseas statiosn to be covered.

One antenna will be directed towards Europe, another towards the Orient and a third for listening to a single station, the Free French transmitter at Brazzaville, French Equatorial Africa. Antennas for monitoring Latin American stations will be added after completion of the first three, Mr. Guy said.

Preparing for another period of crisis, such as those at the time of the Nazi occupation of Czechoslovakia, the Munich days and the time immediately preceding the beginning of hostilities in 1939, NBC has equipped the post with sleeping quarters so the post's staff may be available at any moment.

Radio Is Ready

Explaining the importance of the post's operations, Mr. Trammell stated: "Radio waves, unless they are harnessed, as in our democracy, for the entertainment and public service of its people, can be as deadly to morale as bullets are to bodies. Britain, in the early days of the war, watched as her friends and allies weakened, became confused and were split by the barrage of radio propaganda from Berlin. We can profit by those mistakes.

"American radio is ready and trained for this barrage, if it should ever be directed at us. Careful planning, long study, has taught us to differentiate between news and propaganda, between fact and fancy. In many languages—French, German, Spanish, Norwegian, Italian, Dutch and English—NBC's monitors listen to these broadcasts. Broadcasts are translated, summarized, evaluated and then broadcast and given to our free press. They are available to all in order that we in a democracy can hear all sides, and with our free and undictated minds, decide what we believe to be the truth."

EARS ARE TUNED to the voices of the world at NBC's listening post at Bellmore, Long Island, where engineers and monitors pick up, record and translate broadcasts from Europe and Asia and relay what they hear to the network's newsroom in the haert of New York, some 40 miles away. The ping-pong-like objects along the walls are loudspeakers, the handles being volume controls. At right A. A. Schechter, NBC director of news and special events, and Jules Van Item, head of the listening post (top), kibitzing on the post's engineers as they follow their world-wide broadcasting schedule in search of hot news from abroad.

Kellogg Anticide Series

KELLOGG ANT PASTE Co., Los Angeles, on July 23 started a 13-week Pacific Coast campaign, employing heavy use of spot announcements and participation schedules. Stations include KFI KMPC KIEV KFOX KFXM KGB KERN KHJ KQW KFRC KEX KOMO. W. C. Jeffries Co., that city, has the account.

Ted Church Quits GOP's Radio Post

Cites Inactivity and Lack of Funds for Resignation

WELLS (Ted) CHURCH, for three years director of radio for the Republican National Committee, has announced his resignation from that post effective Aug. 1. Lack of committee funds and inactivity, Mr. Church said, brought about the decision. He said he had definite plans for the future, but they were sill of a confidenial naure.

Mr. Church

Mr. Church took over the radio activites of the GOP in July, 1938, handling the 1938 bi-election campaign, the 1940 convention and the 1940 election. He estimates that when he took over the Republican speakers were in a 3-to-1 minority on the air, subsequently swinging this situation on to an even keel.

Mr. Church paid high tribute to the fairness of the radio industry as to politics.

"I was given every assistance," he told BROADCASTING, "the pleasant incidents far outweighing the regretful ones. My only regret is that there are still a few station managers in the nation who fail to see that a black ledger is inextricably linked with public service operation.

"For a simple case in point, but last week a GOP member of Congress received a letter from a station executive refusing to carry monthly 15-minute talks by the Congressman on the ground that 'the broadcasting of your programs would place us in the vulnerable position of having to grant equal time on the air for the opposition to any point of your discussion, and, frankly, this we cannot afford to do.' As long as such faulty thinking exists in high places, the radio industry will have trouble."

Biggest Spot Campaign Is Projected for Vicks

VICK CHEMICAL Co., New York, on Sept. 29 will inaugurate the most extensive spot campaign in its history, according to Morse International, New York, agency in charge. More than $400,000 has been appropriated and over 200 stations will be under contract during the 26-week period.

All Vick products will be promoted—Vaporub, Vatronol, Vick Cough Drops, Vick Inhaler and Vick AQ Nose Drops, with the first two emphasized during the entire campaign while the others are to be plugged for shorter periods of 13-16 weeks. The schedules will vary in different markets.

Mrs. Roosevelt Program Is Booked for 32 Weeks

PAN AMERICAN COFFEE BUREAU, New York, on Oct. 5 will start a quarter-hour period of news comment by Mrs. Franklin D. Roosevelt, Sundays 6:45-7 p.m., on 111 NBC-Blue stations with possibly more stations to be added.

The program will stress the good neighbor policy and further cultural relations between the Americas while plugging greater consumption of coffee with the theme "Get more out of life with coffee—the Americas' favorite drink". The contract is to run for 32 weeks with options, while spot radio tests may be made later. The bureau is composed of representatives of seven South American countries. Agency is Buchanan & Co., New York.

All-Night for WAAT

ANOTHER station in the metropolitan New York area goes on a round-the-clock schedule when WATT, Jersey City, begins 24-hour operation daily except Sunday starting at midnight July 28. L. E. Gross, known on the air as Bob Elliot, recently with WITH, Baltimore, will m.c. the midnight-to-a.m. show.

HOW LONG HAS THIS BEEN GOING ON?

With Oklahoma City's Daytime Listeners

IT'S WKY 3 TO 1

As far back as radio goes, as far back as the first attempts at radio surveys go, WKY has enjoyed a decisive leadership in Oklahoma among listeners, among dealers, among advertisers.

This leadership has been maintained continuously, year after year, under permanent, unswerving policies of sound management, skillful programming and endless exploitation. WKY's record of past leadership accurately mirrors its future.

More complete details of the surveys cited at the right are available upon request.

WKY • OKLAHOMA CITY NBC-RED NETWORK • 930 KC.

TELEPHONE COINCIDENTAL SURVEY — 1940

Where: Oklahoma City — Date: Oct[illegible]
Period: Entire morning and afternoon — Made by: [illegible] research organization — Result:

WKY 51%

Second station 16%
Third station 14%
Fourth station 11%

TELEPHONE COINCIDENTAL SURVEY — 1940

Where: Oklahoma City — Date: May [illegible]
Periods: One, morning; one, afternoon — Made by: [illegible] advertising agency — Result:

WKY 66%

Second station 17%
Third station 6%
Fourth station 4%

TELEPHONE COINCIDENTAL SURVEY — 1940

Where: Oklahoma City — Date: Janua[illegible]
Period: One, morning — Made by: Local advertising — Result:

WKY 57%

Second station 18%
Third station 17%
Fourth station 4%

MAIL QUESTIONAIRE TO FARMERS — 1939

Where: Statewide — Date: July 1939 — Question: "[illegible] Oklahoma City station do you listen most?" — Made by: [illegible] Recognized farm statistical organization — Result:

WKY 48%

A Tulsa station 22%
Another Oklahoma City station 13%
An Enid station 6%

TELEPHONE COINCIDENTAL SURVEY — 1938

Where: Oklahoma City — Date: Octob[illegible]
Periods: Three, afternoon — Made by: Local advertising — Result:

WKY 66%

Second station 19%
Third station 9%
Fourth station 6%

SURVEY BY PERSONAL INTERVIEWS — 1938

Where: Oklahoma City — Date: Spri[illegible]
Question: "What station do you listen to most frequently?" — Made by: Nationally known organization — Result:

WKY 71%

Second station 11%
Third station 9%
Fourth station 3%

SURVEY BY TELEGRAPHIC QUESTIONAIRE — 1937

Where: Statewide — Date: October 1937 — Question: To [illegible] druggists, "Over what station is the majority of your town [illegible] the World Series broadcast?" — Made by: Leading drug [illegible] — Result:

WKY 54%

A Tulsa station 13%
A Dallas station 11%
Another Oklahoma City station 8%

SURVEY BY MAIL QUESTIONAIRE — 1936

Where: Statewide — Date: February 1936 — Question: To [illegible] dealers, "What radio station is most popular in your commu[illegible]" — Made by: Electric appliance distributor — Result:

WKY 55%

Second station 13%
Third station 7%
Fourth station 1%

SURVEY BY MAIL QUESTIONAIRE — 1936

Where: City and State — Date: May 1936 — Question: [illegible] charge account customers, "What is your favorite Oklaho[illegible] radio station?" — Made by: Large department store — Result:

WKY 79% Figures for other stations not released.

TELEPHONE COINCIDENTAL SURVEY — 1936

Where: 19 Oklahoma towns — Date: May 1936
Period: Daytime — Made by: Prominent department store — Result:

WKY 46%

A Dallas station 23%
Another Oklahoma City station 7%
A Tulsa station 7%

SURVEY BY PERSONAL INTERVIEWS — 1932

Where: Oklahoma City — Date: December 1932 — Question: "To which station do you listen most?" — Made by: [illegible] advertising agency — Result:

WKY 77%

Second station 13%
Third station 4%
Fourth station 3%

SURVEY BY PERSONAL INTERVIEWS — 1930

Where: Oklahoma City — Date: November 1930 — Question: "Which radio station do you listen to most?" — Made by: [illegible] advertising agency — Result:

WKY 81%

A Cincinnati station 3%
Another Oklahoma City station 3%
A Dallas station 2%

Stations Identified by the FCC With Newspaper Ownership

FCC Hearing Exhibit II Purporting to Show 'Degree of Ownership'

(As of June 30, 1941)

A-I: Licensee—Newspaper

KBIX, Muskogee, Okla.
KBND, Bend, Ore.
KDTH, Dubuque, Ia.
KEX, Portland, Ore.
KFAM, St. Cloud, Minn.
KFIZ, Fond du Lac, Wis.
KGGF, Coffeyville, Kan.
KGLO, Mason City, Ia.
KGW, Portland, Ore.
KHMO, Hannibal, Mo.
KHUB, Watsonville, Cal.
KOWH, Omaha, Neb.
KPDN, Pampa, Tex.
KPRC, Houston, Tex.
KRJF, Miles City, Mont.
KRNR, Roseburg, Ore.
KSCJ, Sioux City, Ia.
KSD, St. Louis, Mo.
KTMS, Santa Barbara, Cal.
KVSO, Ardmore, Okla.
KWOS, Jefferson City, Mo.
KXOK, St. Louis, Mo.
WAAF, Chicago, Ill.
WAIM, Anderson, S. C.
WALB, Albany, Ga.
WAOV, Vincennes, Ind.
WBAB, Atlantic City, N. J.
WBAP, Fort Worth, Tex.
WBRY, Waterbury, Conn.
WCAX, Burlington, Vt.
WCBI, Columbus, Miss.
WCLO, Janesville, Wis.
WDAE, Tampa, Fla.
WDAF, Kansas City, Mo.
WDAN, Danville, Ill.
WDBJ, Roanoke, Va.
WDWS, Champaign, Ill.
WELL, Battle Creek, Mich.
WENY, Elmira, N. Y.
WFAA, Dallas, Tex.
WFBC, Greenville, S. C.
WFLA, Tampa, Fla.
WHAS, Louisville, Ky.
WHBL, Sheboygan, Wis.
WHIS, Bluefield, W. Va.
WHLD, Niagara Falls, N. Y.
WJAG, Norfolk, Neb.
WJMC, Rice Lake, Wis.
WKAT, Miami Beach, Fla.
WKRC, Cincinnati, Ohio
WMC, Memphis, Tenn.
WMJM, Cordele, Ga.
WNBH, New Bedford, Mass.
WQAN, Scranton, Pa.
WSB, Atlanta, Ga.
WSBT, South Bend, Ind.
WSGN, Birmingham, Ala.
WSJS, Winston-Salem, N. C.
WTAG, Worchester, Mass.
WTHT, Hartford, Conn.
WTJS, Jackson, Tenn.
WTMJ, Milwaukee, Wis.
WTRC, Elkhart, Ind.
WWJ, Detroit, Mich.
WWNC, Asheville, N. C.
WWNY, Watertown, N. Y.

A-II: More than 50% stock of licensee owned by newspaper.

KAST, Astoria, Ore.
KAVE, Carlsbad, N. M.
KCKN, Kansas City, Kan.
KCMC, Texarkana, Tex.
KERN, Bakersfield, Cal.
KFAB, Lincoln, Neb.
KFBC, Cheyenne, Wyo.
KFBK, Sacramento, Cal.
KFOR, Lincoln, Neb.
KFRU, Columbia, Mo.
KGFF, Shawnee, Okla.
KGNC, Amarillo, Tex.
KIUN, Pecos, Tex.
KMJ, Fresno, Cal.
KMMJ, Grand Island, Neb.
KOH, Reno, Nev.
KOIL, Omaha, Neb.
KRLD, Dallas, Tex.
KRNT, Des Moines, Ia.
KSO, Des Moines, Ia.
KTAR, Phoenix, Ariz.
KTBS, Shreveport, La.
KTRH, Houston, Tex.
KWG, Stockton, Cal.
KWKH, Shreveport, La.
KYA, San Francisco, Cal.
WBEN, Buffalo, N. Y.
WCAE, Pittsburgh, Pa.
WGH, Newport News, Va.
WGN, Chicago, Ill.
WHAT, Philadelphia, Pa.
WHBC, Canton, O.
WHDL, Olean, N. Y.
WHEC, Rochester, N. Y.
WHIO, Dayton, O.
WHK, Cleveland, O.
WHKC, Columbus, O.
WHP, Harrisburg, Pa.
WIBA, Madison, Wis.
WIBW, Topeka, Kan.
WINS, New York City, N. Y.
WIOD, Miami, Fla.
WIRE, Indianapolis, Ind.
WISN, Milwaukee, Wis.
WJAC, Johnstown, Pa.
WKY, Oklahoma City, Okla.
WLS, Chicago, Ill.
WMBH, Joplin, Mo.
WMBO, Auburn, N. Y.
WMPS, Memphis, Tenn.
WMT, Cedar Rapids, Ia.
WOMI, Owensboro, Ky.
WPID, Petersburg, Va.
WRAK, Williamsport, Pa.
WROK, Rockford, Ill.
WSAN, Allentown, Pa.
WCBA, Allentown, Pa.
WCLE, Cleveland, O.
WCOA, Pensacola, Fla.
WDLP, Panama City, Fla.
WDMJ, Marquette, Mich.
WDNC, Durham, N. C.
WEBR, Buffalo, N. Y.
WSAZ, Huntington, W. Va.
WSOY, Decatur, Ill.
WTAR, Norfolk, Va.
WTCN, Minneapolis, Minn.
WTMA, Charleston, S. C.
WTMC, Ocala, Fla.
WWSW, Pittsburgh, Pa.
WGAN, Portland, Me.

A-III: More than 50% of stock of licensee held by a combination of the interests of the newspaper and of executives, stockholders, or employees of the same newspaper.

KFEQ, St. Joseph, Mo.
KGKO[1], Fort Worth, Tex.
KMYC, Marysville, Cal.
KTKC, Visalia, Cal.
WEAU, Eau Claire, Wis.
WEBC, Duluth, Minn.
WHBF, Rock Island, Ill.
WHLB, Virginia, Minn.
WMFG, Hibbing, Minn.
WTAL, Tallahassee, Fla.

[1] 50% owned by newspaper and 50% owned by persons having interests in another paper.

A-V: More than 50% of stock of licensee held by executives, stockholders, or employees of a newspaper.

KARK, Little Rock, Ark.
KBST, Big Spring, Tex.
KCRC, Enid, Okla.
KDON, Monterey, Cal.
KELD, El Dorado, Ark.
KFDA, Amarillo, Tex.
KFH, Wichita, Kan.
KFKA, Greeley, Colo.
KFYO, Lubbock, Tex.
KGKL, San Angelo, Tex.
KGNO, Dodge City, Kan.
KHAS, Hastings, Neb.
KHSL, Chico, Cal.
KLBM, La Grande, Ore.
KLO, Ogden, Utah
KLX, Oakland, Cal.
KLZ, Denver, Colo.
KOB, Albuquerque, N. M.
KOME, Tulsa, Okla.
KOOS, Marshfield, Ore.
KOY, Phoenix, Ariz.
KRBC, Abilene, Tex.
KRGV, Weslaco, Tex.
KRIC, Beaumont, Tex.
KROD, El Paso, Tex.
KSAL, Salina, Kan.
KSRO, Santa Rosa, Cal.
KTEM, Temple, Tex.
KTOK, Oklahoma City, Okla.
KTSA, San Antonio, Tex.
KVCV, Redding, Cal.
KVOA, Tucson, Ariz.
KVOR, Colorado Springs, Colo.
KWIL, Albany, Ore.
KWLK, Longview, Wash.
KWNO, Winona, Minn.
KYOS, Merced, Cal.
WAJR, Morgantown, W. Va.
WAYX, Waycross, Ga.
WAZL, Hazleton, Pa.
WBAL, Baltimore, Md.
WBLK, Clarksburg, W. Va.
WBNS, Columbus, O.
WCED, Du Bois, Pa.
WCHS, Charleston, W. Va.
WCMI, Ashland, Ky.
WCOC, Meridan, Miss.
WCOU, Lewiston, Me.
WCPO, Cincinnati, O.
WDEL, Wilmington, Del.
WEST, Easton, Pa.
WEVD, New York City, N. Y.
WFAS, White Plains, N. Y.
WFBM, Indianapolis, Ind.
WFHR, Wisconsin Rapids, Wis.
WFMJ, Youngstown, O.
WGAC, Augusta, Ga.
WGAL, Lancaster, Pa.
WGNY, Newburgh, N. Y.
WHMA, Anniston, Ala.
WICA, Ashtabula, O.
WILM, Wilmington, Del.
WING, Dayton, O.
WISE, Asheville, N. C.
WIZE, Springfield, O.
WJBO, Baton Rouge, La.
WJHP, Jacksonville, Fla.
WJLB, Detroit, Mich.
WJLS, Beckley, W. Va.
WKBO, Harrisburg, Pa.
WKIP, Poughkeepsie, N. Y.
WKOK, Sunbury, Pa.
WKWK, Wheeling, W. Va.
WLAP, Lexington, Ky.
WLAW, Lawrence, Mass.
WLOG, Logan, W. Va.
WNAX, Yankton, S. D.
WNOX, Knoxville, Tenn.
WORK, York, Pa.
WPAR, Parkersburg, W. Va.
WQBC, Vicksburg, Miss.
WRJN, Racine, Wis.
WRNL, Richmond, Va.
WTSP, St. Petersburg, Fla.

A-IV: Exactly 50% of stock of licensee held by newspaper.

KTRI, Sioux City, Ia.
WPAY, Portsmouth, O.
KVOL, Lafayette, La.

A-VI: Exactly 50% of stock of licensee held by person or persons having newspaper interest

KNOW, Austin, Tex.
KUIN, Grants Pass, Ore.
KVAN, Vancouver, Wash.
KXOX, Sweetwater, Tex.
WCAR, Pontiac, Mich.
WCBS, Springfield, Ill.
WMVA, Martinsville, Va.
WOPI, Bristol, Tenn.
WACO, Waco, Tex.

B-I: Less than 50% of stock of licensee owned by newspaper.

KALE, Portland, Ore.
KFBB, Great Falls, Mont.
KFDM, Beaumont, Tex.
KGBX, Springfield, Mo.
KGHI, Little Rock, Ark.
KIEM, Eureka, Cal.
KLRA, Little Rock, Ark.
KOIN, Portland, Ore.
KSL, Salt Lake City, Utah
KWTO, Springfield, Mo.
WABY, Albany, N. Y.
WGGA, Gainesville, Ga.
WKBH, La Crosse, Wis.
WKBN, Youngstown, O.
WMRF, Lewistown, Pa.
WOKO, Albany, N. Y.

B-II: Less than 50% of stock of licensee held by executives, stockholders or employees of a newspaper. (This excludes those stations where though less than 50% of stock in licensee is held by executives, stockholders, or employees of a newspaper, combination of such interests with that owned by a newspaper places the station in A-III.)

KATE, Albert Lea, Minn.
KBWD, Brownwood, Tex.
KCMO, Kansas City, Mo.
KCRJ, Jerome, Ariz.
KFNF, Shenandoah, Ia.
KPLC, Lake Charles, La.
KPLT, Paris, Tex.
KRIS, Corpus Christi, Tex.
KRRV, Sherman, Tex.
KTUC, Tucson, Ariz.
KVWC, Vernon, Tex.
KWOC, Poplar Bluff, Mo.
KYCA, Prescott, Ariz.
KYUM, Yuma, Ariz.
WAGF, Dothan, Ala.
WBTA, Batavia, N. Y.
WDAY, Fargo, N. D.
WDBC, Escanaba, Mich.
WGAU, Athens, Ga.
WGIL, Galesburg, Ill.
WHDF, Calumet, Mich.
WHKY, Hickory, N. C.
WHO, Des Moines, Ia.
WHYN, Holyoke, Mass.
WJTN, Jamestown, N. Y.
WKPT, Kingsport, Tenn.
WLAG, La Grange, Ga.
WLW, Cincinnati, O.
WMUR, Manchester, N. H.
WNEW, New York City
WPIC, Sharon, Pa.
WSAI, Cincinnati, O.
WSFA, Montgomery, Ala.
WSLI, Jackson, Miss.
WSLB, Ogdensburg, N. Y.
WSLS, Roanoke, Va.
WSOO, Sault Ste. Marie, Mich.
WSTP, Salisbury, N. C.
WGBR, Goldsboro, N. C.

Source—Records of FCC, Docket No. 6051, July, 1941.

FCC Newspaper Data Draw Criticism

Careless Tabulations in Exhibits Lead to Laughter

A VERITABLE hodge-podge of tabulations and statistics, the accuracy and pertinence of which were frequently challenged and criticized by members of the FCC itself, was introduced at the opening session of the newspaper-radio hearing last Wednesday as the Commission placed its first witness on the stand. He was Allen W. Sayler, supervising investigator of the staff headed by David Lloyd, who handled the questioning of Mr. Sayler and who identified the exhibits for the record.

Indicating that the tables were not acceptable even to the Commission in their present form, was the ruling by Chairman Fly that they be simply marked for identification subject to revisions and corrections as the errors are called to attention. Chairman Fly also requested at various times that table headings be changed and, as he put it at one juncture, made "more lucid and self-explanatory". Even the identification marks labelled by Mr. Sayler were changed by order of the chairman.

The Audience Laughed

Frequent chuckles were heard in the audience as counsel for and principals in some of the stations identified as to their newspaper affiliations perused the mass of mimeographed releases and noted how they were identified and how the statistical tables were arranged.

The first table purported to list the standard broadcast stations identified with newspaper interests as of June 30, 1941. Exactly 298 stations were listed, of which 243 were classified by Mr. Sayler and on the releases as being 50% or more controlled by newspaper interests which, he said, hence may be said to "control their policies". These were labelled as "Class A". The other 55 were under 50% and were labeled "Class B".

Mr. Sayler explained that included among these were 12 stations identified with weekly newspapers, four with trade or class publications, two with foreign-language dailies and one with a fortnightly publication. He described all of the 298 as linked "by ties of ownership with newspapers or with persons associated with newspapers", although the tables themselves did not always indicate the exact tieup.

The first table, Exhibit I, listed call letters, power, time, State, city, population, licensee, name of newspaper, circulation and publisher, and the listings were first by call letters alphabetically and then by groups of owners or affiliations.

Sources of the information were said by Mr. Sayler to be not only the FCC records but the 1941 *Editor & Publisher Yearbook*, the 1939 *Ayer's Directory of Newspapers and Periodicals* and 1940 census data. In connection with these and other tables, he also said the BROADCASTING and *Radio Daily Yearbooks* were used.

Glaring Mistakes

Among the glaring errors in the master list (Exhibit I), purporting to set forth "standard broadcast stations affiliated with newspapers interests as at June 30, 1941", a preliminary perusal disclosed the following:

1. The three California stations —KHSL, Chico; KYOS, Merced; KVCV, Redding—are listed despite the fact that the McClung family, former publishers of the *Merced Sun-Star* and still the owners of those stations, sold the newspaper in latter March [BROADCASTING, April 7] and are no longer identified with the publishing business in any way.

2. The three West Virginia stations—WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg —are identified with the *Clarksburg Telegram* and *Exponent*, despite the fact that John A. Kennedy, owner of the stations, sold his family interest in the newspapers some months ago, and is now engaged solely in operating radio stations.

3. The radio stations WCBA and WSAN, in Allentown, Pa., are listed as separate stations despite the fact that early this year they were combined into one under the call letters WSAN by the FCC itself.

4. WHAT, Philadelphia, is properly identified with the *Philadelphia Record* and the *Camden Courier-Post*, but also listed as connected with it is the *New York Post* which was sold last year by the David Stern interests to other interests and is not now in any way identified with radio.

5. WKIP, Poughkeepsie, is listed as identified with the *Poughkeepsie Star & Enterprise, Eagle News & Sun Courier*, although these newspapers were sold to the Speidel chain some months ago, and the station is independently owned by Richard E. Coon, former editor of the newspapers.

6. WLW and WSAI, Cincinnati, are identified along with WING, Dayton, and WIZE, Springfield, as having newspapers interests identified with them, apparently by mere reason of the fact that Charles Sawyer, counsel for the Crosley Corp. and director of that company, operating WLW and WSAI, owns the *Lancaster* (O.) *Eagle Gazette* in addition to WING and WIZE.

7. The *Minneapolis Star-Journal* and *Columbus Citizen* are identified with WTSP, St. Petersburg, along with the *St. Petersburg Times*, although there is no interlocking interest whatever among these newspapers. WTSP is personally owned by Nelson P. Poynter, a member of the Newspaper-Radio Committee's steering committee, who is editor of the *St. Petersburg Times* and who once was employed by the *Minneapolis Star-Journal* and *Columbus Citizen*.

8. KOB, Albuquerque, is identified not only with the *Albuquerque Journal*, of which T. M. Pepperday is publisher, but it is also identified with the Scripps-Howard group of stations, apparently because Mr. Pepperday in an independent capacity represents the Rocky Mountain Division of that chain; Scripps-Howard has no interest whatsoever in KOB.

9. The list omits entirely the four stations in Hawaii—KGMB, Honolulu; KGU, Honolulu; KHBC, Hilo; KTOH, Lihue—which have definite newspaper affiliations, and the one in Alaska—KFAR, Fairbanks. This omission is inexplicable in view of the fact that these territorial stations are licensed by the FCC and in practically all respects are treated like continental United States stations, operating under exactly the same regulations.

FIRST WITNESS at the newspaper hearings, destined to run for months (with anticipated recesses), was Allen W. Sayler, supervising investigator of the Commission's Inquiry Section, who identified a series of exhibits prepared under his supervision.

Breakdown of Ownership

Exhibit II broke down the Exhibit I table to list 66 stations in which newspapers were directly the licensees; 71 in which more than 50% of the stock of the licensee company is owned by newspaper interests; 10 in which more than 50% of the stock is held by a combination of interests of the newspaper and of executives, stockholders or employes of the same newspaper; 3 in which exactly 50% of the stock is held by newspaper interests; 84 in which more than 50% of the stock is held by executives, stockholders or employes of a newspaper; 9 in which exactly 50% of the stock is held by a person or persons having newspaper interests; 16 in which less than 50% of the stock is owned by newspapers; 39 in which less than 50% of the stock is held by executives, stockholders or employes of a newspaper. [See tables opposite page.] The

(*Continued on page 50*)

FCC EXHIBIT IX

No. of Broadcast Stations and Receiving Sets Compared With No. of Newspapers and Their Circulation: 1922-41

Year	*Number of Broadcast Stations* [1]	*Total Radio Sets in Use* [2]	*Number of Daily Newspapers*	*Total Circulation of Daily Newspapers*
1922	30	400,000	2,033	29,680,328
1923*	556	1,500,000	2,036	31,453,683
1924*	530	3,000,000	2,005	32,999,437
1925*	571	4,000,000	2,008	33,739,369
1926*	528	5,000,000	2,001	36,001,803
1927*	733	6,500,000	1,949	37,966,766
1928*	677	8,500,000	1,939	37,972,592
1929*	618	10,500,000	1,944	39,425,615
1930*	612	13,000,000	1,942	39,589,172
1931*	612	15,000,000	1,923	38,761,187
1932	608	18,000,000	1,913	36,407,297
1933	610	22,000,000	1,911	35,175,238
1934	591	28,000,000	1,929	36,709,010
1935	605	30,500,000	1,950	38,155,540
1936	632	33,000,000	1,989	40,292,266
1937	685	37,600,000	1,983	41,418,730
1938	721	40,800,000	1,936	39,571,839
1939	764	45,200,000	1,888	39,670,682
1940	814	50,100,000	1,877	41,009,258
1941	882	--------	----	--------

[1] For the years 1922 and 1932 through 1941, the number of broadcast stations is shown as of Jan. 1 of each year. For the years 1923 through 1931, a date other than Jan. 1 is used. [See page 11, 1941 BROADCASTING *Yearbook*].

[2] These figures include auto sets in use, portable sets and additional sets in use in homes. The number of auto sets in use advanced from 100,000 in 1931 to 3,500,000 in 1936 to 8,000,000 in 1940.

Sources: Number of Broadcast Stations, Records of FCC. Total Radio Sets in Use, Estimates by O. H. Caldwell, editor of *Radio Today*. Number of Daily Newspapers and Total Circulation of Daily Newspapers, *Editor & Publisher Yearbooks*.

Fly Relents, Giving Nets Breathing Spell

'Orderly Sale' of Property Basis Of Delay

A BREATHING SPELL until Sept. 16 on the network-monopoly rules was authorized last Tuesday by the FCC following a series of conferences of top network officials with FCC Chairman James Lawrence Fly.

Indicating a sudden change of attitude, Chairman Fly last Monday (July 21) announced that NBC and CBS, without opposition from MBS, had petitioned the Commission for postponement of the rules, scheduled to become effective Aug. 2 (the FCC mentioned the effective date as July 30) until Sept. 16.

'Orderly' Sale

The following day the Commission announced approval of the petition, with the further proviso that those rules which would force sale by NBC of its Blue Network, as well as sale by both NBC and CBS of stations owned in other than key markets, would be extended from time to time to permit "orderly disposition of properties."

Under the agreement, all networks will maintain the status quo in their relationship with affiliates and in their over-all operations until the rules are changed and contracts are revised accordingly. In effect, the networks have a 45-day extension.

At the time of the postponement, which Chairman Fly previously had indicated would not be authorized on all of the rules, it was disclosed that Telford Taylor, FCC general counsel, would carry forward intensive conversations with the network executives toward revision of the regulations. These got under way promptly last Tuesday and were continued Thursday and Friday.

The objective, it was understood, is to procure an agreement on revised rules at least 30 days in advance of the new effective date, to give the networks ample time to revise affiliate contracts in accordance with the rules as agreed upon. Meanwhile, the matter of possible court test of the Commission's jurisdiction to issue the regulations, as well as the question of new legislation, have not been overlooked, it was reported.

Chairman Fly's conciliatory attitude developed over the weekend after the major networks had all but despaired of hope.

Last Monday when the NBC and CBS contingents entered the conference with Chairman Fly, accompanied by their chief counsel, they were prepared to announce they immediately would litigate the whole question, since there appeared no likelihood of obtaining changes in the rules. Mr. Fly, however, reopened the question of postponement of the regulations and the agreement on the petition ensued. What transpired over the weekend was not clear, though it was thought there had been intercession from other quarters.

Wheeler Informed

Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, who originally suggested the conference method, was in town. Whether he interceded was not known, though it has been apparent he has kept abreast of virtually all aspects of the conversations. He had previously urged that ample time be given to compromise differences, and Chairman Fly, during his testimony before the committee last month on the White Resolution, had committed himself to an effort to work out the rules in amicable fashion.

Following the Monday session, at which time it was agreed that conferences should be continued with General Counsel Taylor toward revision of the rules, the Commission issued a joint statement on behalf of Chairman Fly and representatives of the three networks. Conferees at the all-day session, in addition to Chairman Fly and General Counsel Taylor, included Niles Trammell, Frank E. Mullen and F. M. Russell for NBC; William S. Paley, Edward Klauber and Harry C. Butcher for CBS; and Fred Weber and Louis G. Caldwell for MBS. They had been the conferees during the preceding week.

Text of Statement

The text of this announcement follows:

At the close of a conference today between James Lawrence Fly, chairman of the FCC, and representatives of NBC, CBS and MBS, the following joint statement was issued by the three networks:

"On petition from National and Columbia, without opposition by Mutual, the Commission is being requested to postpone the effective date of its Order of May 2, 1941 from July 30 to Sept. 16, 1941. This postponement is being requested by National and Columbia in order to permit more time for the discussions that have been going on during the past ten days in which the various problems that confront the Commission and the networks are being explored.

"The officials of the networks are hopeful that the additional time will permit of a satisfactory solution of the various problems involved."

Chairman Fly agreed with the networks to present the motion to the Commission at its meeting tomorrow morning (July 22) and expressed appreciation for the cooperative attitude of the network officials and for their willingness to devote themselves continuously to a discussion of the problems.

Time Options

At the Tuesday session Mr. Taylor and Seymour Krieger, FCC attorney identified with the monopoly proceedings, met with Messrs. Trammell and William S. Hedges, the last-named NBC vice-president in charge of station operations, for NBC; Paley and Klauber for CBS, and Weber and Caldwell for MBS.

Primary attention still is being devoted to the question of time options, with several alternative plans suggested. Difficulty is encountered, apparently, only in cities having fewer than four fulltime stations. It is generally felt that regular affiliation arrangements can be maintained in those markets.

Some thought has been given to a plan whereby two hours out of each five-hour bracket of the day would be optioned to a particular network, with the right to option additional time as sold, based on past network sales experience on the stations. It is likely that several alternative propositions will be argued before a formula is devised.

The Blue Network appears to be the most vulnerable aspect of the entire proceedings. NBC, if it must dispose of the group, wants to have it operating on a going basis, with sufficient contracted time to make it a desirable venture. On the other hand, the quest of MBS for time in major markets strikes most directly at the Blue. It appears to be conceded that the Blue eventually will go, though under the order as adopted by the Commission ample time will be given NBC to permit what the Commission describes as "orderly disposition" of the proposed ties.

NBC and CBS have maintained throughout they do not want to weaken their position in possible court action. As a matter of fact, once the rules finally are agreed upon and promulgated, it is expected a friendly suit will be instituted in the hope of clearing the jurisdictional question.

Possible Legislation

On the legislative end, steps are being taken toward introduction of legislation which would radically revise the Communications Act of 1934 and clearly define and delimit the FCC's functions. In this respect, it was reported that Senator Barkley (D-Ky.), majority leader, was canvassing this matter and might confer with Chairman Wheeler about such a legislative move. Senator White (R-Me.) already has drafted a proposed bill [BROADCASTING, July 21] and this may be the measure that ultimately is introduced.

At the Monday morning session the NBC and CBS delegations for the first time were accompanied by their head counsel—former Judge John J. Burns for CBS, and former District Attorney John T. Cahill of New York, for NBC. They were prepared, it was understood, to tell Chairman Fly they would litigate immediately, since there appeared no hope of working out an amicable agreement in time and since affiliated stations were becoming extremely restive with approach of the deadline. Thereupon the agreement on postponement was worked out and a break was averted.

Considerable question arose over the language of network contracts and of licenses, now restricted to one year, though the law permits three-year licenses. Chairman Fly indicated that a two-year license might be acceptable, but nothing concrete was settled.

Both NBC and CBS are opposed to the rule requiring disposition of stations in markets other than New York, Chicago and San Francisco-Los Angeles, or a maximum of three stations each. NBC owns or leases or manages 10 stations, CBS 8. Chairman Fly indicated each of these matters could be handled on their individual merits since regular procedure is prescribed for hearing and appeal.

Difficult to Change

Under the procedure agreed upon, every effort will be made during the ensuing weeks to come to an agreement on the rules, so that at least a month will be available during which the network can revise contracts. The Commission action eliminated the necessity of contract cancellation or revision as of the Aug. 2 effective date, for which many affiliated stations have been clamoring. Since it is not now known precisely what the require-

(*Continued on page 42*)

THEY WERE IN THE ARMY THEN

One of a Series

MORE VETERANS of World War I now serving in the radio ranks; their newest photos and identications will be found on page 48.

Give your new radio program a WORK-OUT *this summer—to score a knock-out next fall!*

An economical 13-week summer test on the Columbia Pacific Network gets your program in trim for next fall's competitive sales battle... lets you check copy appeals—offers—dealer tie-ups.

Only on the Pacific Coast are *all* these important program-testing conditions available in *one* package...

Regular C. E. Hooper "Pacific" ratings to measure relative popularity and *exact* month-by-month audiences.

Nielsen and Facts Consolidated Reports to check your Pacific Coast sales increases in regular test cities.

Seven "basic" CBS stations—broadcasting full CBS schedules, perfectly duplicating coast-to-coast network schedules and competition.

Low cost. A 13-week summer campaign on the Columbia Pacific Network at a time-cost as low as 21 cents per town by night—14 cents by day!—is ample to test your own program, or to satisfy yourself of the sales impact of one of our Columbia-perfected shows.

Hollywood production. Then, when all the "bugs" are out of your program—your *perfected* show with the identical cast, technicians, and producers, can go coast-to-coast from Hollywood, West Coast production headquarters for CBS!

New programs now ready! The new Columbia-perfected programs are now ready for your audition. They will save you weeks of worry, lost time, and costly experimentation. To hear them—and to get complete details and the surprisingly low costs—call your nearest Radio Sales office for information.

Columbia Pacific Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented nationally by Radio Sales with offices in New York, Chicago, Detroit, St. Louis, Charlotte.

RFC Grants Loan For 425 Millions to United Kingdom

Will Obviate Need of Selling Holdings in This Country

TO PROVIDE Great Britain dollar exchange without forcing sale of its securities and investments in this country, the Reconstruction Finance Corp. has authorized a $425,000,000 loan to the United Kingdom, Federal Loan Administrator Jesse Jones announced last Tuesday. Bearing the approval of President Roosevelt, the loan to all appearances will make unnecessary the liquidation of British financial holdings in this country, as advocated by Secretary of the Treasury Morgenthau [BROADCASTING, June 30].

Specfic Authority

The huge loan was made under specific authority granted the FCC by Congress, and the proceeds will be used by Great Britain to pay for war supplies in this country contracted for before enactment of the Lend-Lease Bill, the RFC explained.

Collateral advanced by Great Britain includes about $205,000,000 in securities of U. S. corporations listed on the New York Stock Exchange, $115,000,000 in unlisted securities and $180,000,000 in capital stock of 41 British-owned U. S. insurance companies, the RFC stated. In addition, the earnings of the U. S. branches of 41 British insurance companies not incorporated in this country, whose U. S. branches have net assets of about $200,000,000, will be assigned to the RFC.

Interest and dividends on this collateral, together with earnings of the insurance company branches, have averaged some $36,000,000 annually for the last five years, RFC commented. All of this return will be applied to pay interest and principal of the loan, which bears interest at the rate of 3% annually. It was estimated the available income would amortize the loan in approximately 15 years, on the basis of the last five years.

Jones-Morgenthau

Authorization of the loan was interpreted in some circles as a victory for the British Purchasing Commission and American proponents of the loan plan, chief among whom was said to be Mr. Jones, who contended that forced sale of British holdings in this country would effect our own economy adversely. Secretary Morgenthau, as late as June 26, said publicly that he felt the British investments ultimately should be sold, although the sales should be postponed until a more favorable time for putting the investments on the market.

Companies affected by Secretary Morgenthau's position would include Brown & Williamson Tobacco Co., heavy user of radio time, and possibly Shell Oil Co., Lever Bros. Co. and its subsidiary, Thomas J. Lipton Inc. [BROADCASTING, March 31, April 21, June 30].

Among American companies in which British holdings were posted as collateral were AT&T, American Tobacco Co., Chrysler Corp., Continental Baking Co., General Motors Corp., Gillette Safety Razor Co., Loew's Inc., P. Lorillard Co., Monsanto Chemical Co., National Biscuit Co., RCA, Sears, Roebuck & Co., Shell Union Oil Corp., Socony-Vacuum Oil Co., Standard Brands Inc., Standard Oil Co. (Indiana), Sterling Products Inc., Vick Chemical Co., Wheeling Steel Corp., Joseph Tetley & Co., Dunlop Tire & Rubber Corp.

Packers Plan Radio

WHILE THERE has been no decision as to how or when radio will be used in the 1942 $2,000,000 educational advertising meat campaign to be conducted by the American Meat Institute, Chicago, Institute officials stated that "radio is definitely in the picture?" "The meat packers individually are large users of radio time, and are among the most successful users of the medium. The Institute has done considerable research on the possible use of radio in the forthcoming campaign," it was stated. Leo Burnett Co., Chicago, handles the account.

KNAC, in San Antonio, Gets 1240 kc. Fulltime

FULLTIME was granted KNAC, San Antonio, by the FCC July 22, the station being relieved from time-sharing with KONO in the same community by assignment to 1240 kc. with 250 watts. Previously it operated with 250 watts on 1400 kc.

KCLN, Blytheville, Ark., purchased in 1939 by Fred O. Grimwood, former consulting engineer of Evansville, Ind., was granted a construction permit authorizing an increase in its power from 100 watts daytime to 1,000 watts daytime on 1230 kc.

Four rival applications for the same facilities in the Baton Rouge, La., area, 250 watts on 1400 kc., were ordered set for joint hearing. They are Air-Waves Inc., Henry Norman Saurage, Louisiana Communications Inc., and Capitol Broadcasting Co., the latter seeking the local at Port Allen, across the Mississippi from Baton Rouge.

Drive for Peaches

ATLANTIC COMMISSION Co., New York, the fresh fruits and vegetable buying affiliate of the Atlantic & Pacific Tea Co., on July starts a three-week spot campaign on approximately 50 stations to help growers dispose of the current peach crop, said to be one of the largest in recent years. A total of 20 live, one-minute announcements are to be used on each station. The campaign was originally scheduled to get under way July 23 but was moved up to the 30th when natural conditions delayed the harvest. Paris & Peart, New York, is agency.

Harmon Goes Radio

MICHIGAN's All-American Tom Harmon realized his ambition—to become a radio announcer—when he signed last week as sports director of WJR, Detroit. Here he signs a contract with G. A. (Dick) Richards, WJR president, at the latter's Beverly Hills home. Harmon is now in Hollywood making the picture "Harmon of Michigan". After its completion he will play in the All-Star game in Chicago Aug. 28, after which he will report to WJR where his first assignment will be to handle all Michigan games this fall.

GAGS BY PATRICK

Alabama Congressman Assists 'Barn Dance' Comic

REP. LUTHER PATRICK, Congressman from Alabama, not only writes legislation. He also helps author radio gags, it was revealed recently by Pat Buttram, comedian on the Alka-Seltzer *National Barn Dance* of NBC-Red. According to Comedian Buttram, Rep. Patrick, one-time announcer and commentator on WBRC, Birmingham, has doctored jokes for the radio show for the last seven years.

Buttram met the Congressman some years ago when both were in Birmingham radio. Rep. Patrick, then something of a broadcasting veteran, coached Buttram in his comedy presentation. Between sessions of legislative activity, Rep. Patrick still helps figure out new gags and comic poetry, according to Buttram. One of his briefest works, quoted frequently, is "Measles"—"Adam: had 'em"!

KDAL Signs With F & P

FOLLOWING the granting of a construction permit to KDAL, Duluth, to operate with 1,000 watts fulltime on 610 kc. [BROADCASTING, July 21], Odin Ramsland, newly appointed commercial manager of the station, announced it has signed with Free & Peters as exclusive national representatives. The station will shift from its present 250 watts on 1490 kc. as soon as the new transmitter is completed in early fall.

CBS School of the A... Plans Latin Confere... In Mexico Aug. 14-...

FIRST Latin American Confere... of the "School of the Air of t... Americas", conducted by CBS, w... be held Aug. 14-16 in Mexico C... at invitation of the Mexican go... ernment. Educators, governm... officials and broadcasters from ... American nations are invited, w... Sterling Fisher, CBS director ... education and radio talks, ... charge.

Mexico is providing the Nation... Palace of Fine Arts as a meeti... place and contributing services ... the Mexican National Symphon... Orchestra. Nelson Rockefeller, C... ordinator of Commercial and Cu... tural Relations Between the Amer... can Republics for the National De... fense Council, will be represente... and is providing funds to send th... Golden Gate Quartet and Alan La... max, Library of Congress.

Conference chairman will be Dr... Luis Sanchez Ponton, Mexican Se... retary of Education, now in Ne... York negotiating for radio sets fo... 10,000 Mexican schools so they ca... use the air schools programs. Dr... Carleton Sprague Smith, music di... rector for the Rockefeller commit... tee, will arrange music demonstra... tions. The conference will launc... in Mexico the first national music... and literature contests, designed t... provide original material for the ... CBS air school. Similar contest... are planned in all other Lati... American nations.

Seek Newark Regional

WITH Arthur T. Vanderbilt, attor... ney of Short Hills, N. J., as chief... stockholder, Newark Broadcasting... Corp., newly-formed, has applied t... the FCC for a new 5,000-watt sta... tion on 620 kc. in that city. Mr... Vanderbilt holds 30% of the ... stock, while Earl H. Rodney, o... New Rochelle, N. Y., executive ... chairman of Mayor LaGuardia's ... Committee on Athletic Activities ... holds 25%, and Lewis B. Ballan... tyne, insurance man of Newark, ... 5%. None holds any office in the ... corporation, the officers and their ... stockholders being Arthur T. Ha... ner, attorney, of Orange, N. J., ... president, 10%; Lena D. Griffi... Orange, N. J., vice-president, 5%; ... Stuart Hedden, attorney, of New ... Milford, Conn., treasurer, 25%. ... This is the second application with... in a week for a new Newark sta... tion, the other having been file... by Paul F. Godley, consulting en... gineer, seeking 250 watts on 120... kc.

Bisceglia Jingles

BISCEGLIA BROS., Philadelphia ... (Greystone wines), has started it ... biggest radio campaign for it... "Wine Coller", a summer drink. A ... transcribed jingle announcement ... series, with recordings cut by the ... World Broadcasting System, New ... York, is being used on 15 stations ... throughout Pennsylvania. The cam... paign, started July 14, will con... tinue for 13 weeks and a total o... 1,200 announcements will be heard ... station schedules varying from one ... two and three a day. Agency is J. ... M. Korn & Co., Philadelphia.

23C Speech Input Equipment

is engineered by Bell Labs to provide a complete audio system in one factory-wired and tested unit. It offers uniform frequency response from 30 to 15,000 cycles—a total gain of 96 db—and high quality that makes it ideal for FM as well as AM.

Like earlier models of the Western Electric 23 Type equipment, the 23C is compact—neat in appearance—simple to install, operate and maintain. For full details on this popular studio Speech Input, get in touch with Graybar.

Distributed by GraybaR

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., Graybar Bldg., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Western Electric

A Buck for a Box---The Miller Method

Novel Program Secures Immediate Distribution, Sales of Cereal

By J. J. WERNER
Sales and Advertising Director, Miller Cereal Mills Co., Omaha

LUCRE ALURE and lots of it, provides hook for the radio campaign of Miller Cereal Mills, Omaha. The way they work it is an interesting story of distribution. Starting from scratch, Miller has introduced a muffin mix by radio. Better still, it has even made a successful effort to sell corn flakes in January. That was the acid test of radio, as far as Miller was concerned. All this is done by the simple means of phoning some people during a radio program, and offering them $1 for each Miller corn flakes box in the kitchen. So—the housewives keep some Miller's boxes around just in case, and the stores have to stock the item to keep their customers supplied.

"IT SOUNDS like darn-fool philanthropy . . . but it works"!

That's the comment of every broker, every jobber, every retail grocer handling Miller's Corn Flakes, once they see our current radio promotion in operation. Because it *does* sound strange, yet the sales figures in black and white prove the sanity of our acts. You see, we're buying back empty Miller's Corn Flakes boxes—*for a dollar each!*

Moreover, we're extending the same offer to Miller's Wheat Brandies and other Miller's cereals. And for all, sales and distribution figures have jumped like a cat with its tail on fire.

One 15-minute radio program a day in each of our markets is doing the job. Which, although we previously had been skeptical of radio for our purpose, leads us to believe that radio, entirely unsupported by other media, *can* sell for us—when it's handled right.

Something for Nothing

Here's how we handle it.

Now coming out of its testing stage, and being introduced in markets as rapidly as possible is the *Miller Money Program*. With only the usual radio merchandising to give it sufficient impetus, our program is placed in markets where we want more distribution and sales. Using transcribed music to fill in the blank spaces, our announcer places phone calls throughout the program to as many housewives as the 15-minute period allows. To each, he makes the same offer:

"This is Joe Doakes calling from the *Miller Money Program* on station PDQ . . we're on the air right this minute. I've been authorized by the makers of Miller's Corn Flakes to buy back any empty Miller's Corn Flakes boxes you have . . . and I'll pay a dollar for each".

Where one box, or any number, is found, the cash is sent out immediately by Western Union messenger service.

So, what would *any* housewife listening to the program do? You bet, she buys Miller's Corn Flakes, several boxes, and waits for her phone to ring. Her grocer *must* have Miller's Corn Flakes—if not in stock today, he gets them. *His customers demand Miller's*, and he's in business to satisfy them.

It's the "something for nothing" instinct with the rough edges taken off. That's what helps make the first sale—quality brings the repeat orders.

True Testimonals

Lest it appear that our efforts in the *Miller Money Program*, are constrained strictly to this box-buying plan, let me point out the marvelous opportunity presented in this type of program for securing testimonials while they are fresh and believable!!

At each home where Miller's Corn Flakes are found, a natural phone conversation is struck up by the announcer. Thus, he is enabled to bring out the housewife's reaction to the product . . . learn why she prefers Miller's to other brands. Repeating her own words back to her—naturally conversational—the woman's testimonial is thus aired, complete with her name and address and entirely without the incredulity that so often accompanies printed testimonial advertising. Listeners *know* the testimonial is genuine, because they know the housewife is telling her story right that very minute.

All commercial copy in the program is of a "natural" tone—specifically written to sound as if it is ad lib comment by the announcer. Thus, with the same type of comment being made by housewives called on our program, our selling story is put across in a human, understandable manner.

Effective Sampling

The present form of the Miller program affords an opportunity for full-size sampling at each home where the product is not found by the phone call.

Where the housewife has no Miller's Corn Flakes, no empty boxes to sell, she is informed that a messenger boy will deliver two full-sized boxes of the product to her home, immediately. It's not a sample . . . it's a gift from the Miller Cereal Mills. And thus the value is maintained, indeed set even higher in her mind by the individual messenger boy delivery right to her door.

Has the *Money Show* proved its worth? Listen to the comment of those who know best—independent jobbers and brokers.

Here's the comment of one large brokerage house: "I do not believe we could have used any other form of promotion, that would have produced results as quickly as this program. In a short space of time we have secured distribution in every Class A and B store in the city, and every wholesale distributor is carrying the item".

In this type of promotion, distribution secured is not merely that of placing the item on the grocers' shelves. The entire program is based on consumer demand. The distribution secured is a guarantee that the product will move off the shelves, because it gets on the shelves only because the consumer had demanded it be put there.

Here's an example of that. One small grocer wrote: "As you know, I operate a suburban grocery store, and it has always been my policy to stock only those items which my customers demand. Previously, I did not find it necessary to handle Miller's products, but after the third day of your broadcast, the repeated demands for Miller's Corn Flakes made it necessary for me to stock them. That was only a few weeks ago, and since then I have sold several cases of Miller's Corn Flakes, and Miller's Wheat Brandies. At the present time I have 31 different types of breakfast food in stock, and I am glad to report that Miller's outsells all the rest"!

How It Began

The *Miller Money Program* had the most difficult initial test it is possible to contrive for any form of promotion. Its first job was to put over a new item. Not a new brand of an old item, but an entirely new item, one for which demand was expected to be extremely limited.

Sometime during last fall, our research department turned out a ready-to-mix preparation for making cornmeal muffins. It was naturally a luxury item, a prepared mixture that needed only eggs and milk added for muffins or waffles.

The product, Miller's Muffin Mix, was placed at the mercy of the *Money Show* promotion that has just been suggested to us by our agency, Allen & Reynolds, Omaha. On the suggestion of Harold Roll, agency executive who handles our account, the *Money Show* was given the complete task of putting over Miller's Muffin Mix. No other form of advertising was used—no merchandising other than the usual broker placement.

We could not say "our muffin mixture is better than someone else's". With a fairly high retail price, we could not say "Miller's Muffin Mix will save you money when you use it to make muffins". We could only hope that the unusualness of our *Money Show* would create the demand.

And that it did!

Miller's Muffin Mix began to move, and in a hurry. Jobbers who hadn't yet attempted to *sell* the product to grocers were phoned, even wired, "Where can we get Miller's Muffin Mix?" And the demand that was thus created by that first test last October, in first one market, then several, still continues.

With such results from our test, should we expand operations without limit? Now we are cautious at the Miller Cereal Mills. Maybe this was a "fluke", we considered. Perhaps the popularity came not from the program, but from the unusualness of the product.

So we gave the radio show the acid test—that of selling corn flakes in January, an unheard of time for cold cereal promotion. Not only did the test prove that the *Money Show* could sell, but its popularity grew so rapidly, its effectiveness in any market demonstrated so definitely, that now there's no limit! We copyrighted the show, and went at things in earnest.

Nebraska came first. Next came the South—Texas, Oklahoma. It worked there. Currently running on 29 stations, the list is being expanded rapidly.

Under our usual practice, time

(*Continued on page 48*)

THERE WASN'T any problem disposing of 11,000 pamphlets describing the *Miller Money Program*, when these charmers graced the WIBC booth at the recent Indianapolis Home Show.

Easy as ABC

Arizona Broadcasting Co.

The ABC OF RADIO IN ARIZONA

★★KTAR-Phoenix
5000 W - 620 KC

★★KVOA-Tucson
1000 W - 1290 KC

★★KYUM - Yuma
250 W - 1240 KC

★★KGLU-Safford
250 W - 1450 KC

★KCRJ - Jerome
250 W - 1340 KC

★KWJB - Globe
250 W - 1240 KC

★KYCA-Prescott
250 W - 1490 KC

★★NBC RED and BLUE Network Stations

★Other ABC Stations

OVER the rich Arizona market more completely with Arizona's largest radio network. ABC's seven stations guarantee local reception throughout the state. Join the increasing number of national and local advertisers who are getting better results through ABC coverage.

KTAR

KEY STATION OF THE
Arizona BROADCASTING CO. Inc.

Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Detroit San Francisco Los Angeles

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

CBC Forms Second Network In Canada for Commercials

Growing Demand for Evening Time Brings Move; Gillette Boxing Series Is First Sponsored

TO MEET GROWING demands for network evening time occasioned largely by the circumstances of war, the Canadian Broadcasting Corp. has set up a second network for commercial sponsorship. First user of the network, still in an experimental stage, is the Gillette Safety Razor Co., with MBS originating boxing events for 26 Canadian stations through the CBC plus the MBS outlet CKLW, Windsor. The second commercial network consists of 23 Canadian stations, with alternative stations in Montreal to meet local conditions.

The alternative network, it is pointed out by CBC executives, is purely for commercial sponsorship at present and will be operated only as and when required. It does not as a network entity receive network sustaining shows, though most of the individual stations are affiliated with the CBC to take its regular national program service. It is available only after 6 p.m. (EDST).

Inquiries Received

At present, it is understood there have been some inquiries for use of the network in the coming season, but aside from the Gillette program, no other advertiser is using the alternative network.

There has been considerable agitation for a second network during the last year, with private stations anxious to have such a network outside CBC control. Under the Canadian Radio Act the CBC has full control over all networks, even where only two stations are involved. A fulltime second network, with full day and night programs, however, is not considered feasible or economically possible or necessary at present. The CBC estimates that such a network would cost another millon dollars annually to operate.

The second or alternative network lined up by the CBC for commercial use has by surveys taken before March 29, 1941 a primary coverage just under the number on the CBC national network. As with the national network, stations on the alternative network receive 50% of their card rate for the time at which the station is used. The two CBC 50,000-watt stations, CBK, Watrous, Sask., and CBA, Sackville, N. B., both of which are on the alternative network, are sold with a clause that the CBC may use them in case of news or a program of national importance coming during the time of the sponsored program. These two stations are the most powerful in their area and commercial use is secondary to public service since they are publicly-owned.

Comprising the alternative network will be CJOR, Vancouver; CHWK, Chilliwack, B. C.; CFCN, Calgary, Alta.; CFRN, Edmonton; CBK, Watrous, Sask.; CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; CJRC, Winnipeg; CKCA, Kenora, Ont.; CJIC, Sault Ste Marie, Ont.; CBY, Toronto; CKOC, Hamilton, Ont.; CKTB, St. Catherines, Ont.; CFPL, London, Ont.; CFCO, Chatham, Ont.; CKLW, Windsor, Ont.; CKCR, Kitchener, Ont.; CKCO, Ottawa; CFCF or CHLP, Montreal; CHLT, Sherbrooke, Que.; CKNB, Campbellton, N. B.; CBA, Sackville, N. B.; CJLS, Yarmouth, N. S.

Grove to Resume

GROVE LABS., St. Louis (Bromo Quinine), through Russel M. Seeds Co., Chicago, on Oct. 5 resumes for 52 weeks *Sherlock Holmes* on 67 NBC-Red stations, Sunday, 10:30-11 p.m. (EST). Basil Rathbone will again play the title role with Nigel Bruce cast as Dr. Watson. Edith Meiser will adapt the Conan Doyle classics to radio. Tom McKnight continues as producer.

Perfection Stove Spots

PERFECTION STOVE Co., Cleveland (Superfex Heaters), on Aug. 18 starts a series of 26 thrice-weekly, five-minute transcribed programs on WMAQ, Chicago. Agency is McCann-Erickson, Cleveland.

KDYL, Salt Lake City, went on the air July 20 with its new 5,000-watt fulltime operation, including its new $15,000 tower and directional setup.

Western Canada Broadcasters Criticize Dominion for Delay in Power Increases

By JAMES MONTAGUES

AN ATTACK on Ottawa "red tape" and slow granting of new channel and power allocations to Canadian stations, and discussion of news and advertising rate structures, highlighted the two-day session of the Western Assn. of Broadcasters at Harrison Hot Springs, B. C., July 14-15.

In his presidential address, George Chandler, CJOR, Vancouver, criticised the delays of Ottawa in granting new allocations to Canadian stations competing for air advantage with American stations under Havana Treaty regulations. Mr. Chandler urged "this matter of granting technical facilities be smoked out in the public interest." He cited the comparative speed with which grants were made following applications in the United States.

Mr. Chandler touched on the war effort and called on WAB members to meet increased taxes and obligations. He warned against lobbying by various factions at Ottawa and told the convention to be on guard against future drives directed against their interests.

Glen Bannermann, president and general manager of the national organization, the Canadian Assn. of Broadcasters, discussed news and advertising rate structures. Representatives of British United Press and the recently-formed Press News, Canadian Press subsidiary, were on hand.

At the opening session the main speaker was Squadron Leader Sheil of the Royal New Zealand Air Force, who was introduced by C. P. MacGregor of Los Angeles, and spoke on "Broadcasting in the Antipodes". At the banquet on July 15 Dr. Robert E. Barton Allen, director of radio of the U of Indiana, told Canadian broadcasters that Hitler had won mastery over the radio air in South America and he feared the United States was "doing too little too late" to counter German propaganda assaults.

About 30 broadcasting station executives and an equal number of station representatives, equipment manufacturers, news service executives and transcription companies attended the convention. An international color was given the gathering with the attendance of a number of Americans and one United States operator, H. J. Quilliam, general manager of KIRO, Seattle.

George Chandler, CJOR, Vancouver was re-elected president and a representative to the CAB Directors elected were Fred Elphicke, CJRC, Winnipeg; Lloyd Moffat, CKBI, Prince Albert, Sask.; G. R. A. Rice, CFRN, Edmonton. Representatives to the CAB elected were A. A. Murphy, CFQC, Saskatoon, and Harold Carson, CFAC, Calgary.

Convention Attendance

Attending the convention were:

Robert E. Barton Allen, Indiana U.; B. Arundel, CKMO, Vancouver; Wilfred Backhouse, CKY, Winnipeg; J. W. Browne Sr., CKOV, Kelowna, B. C.; J. Browne Jr., CKOV, Kelowna, B. C.; J. Baldwin, All-Canada Radio Facilities, Vancouver; Mr. and Mrs. Glen Bannerman, Canadian Assn. of Broadcasters, Toronto; Mr. and Mrs. G. C. Chandler, CJOR, Vancouver; Mr. and Mrs. Arthur Chandler, CJOR, Vancouver; Ken Chisholm, RCA Victor Co., Winnipeg; Mr. and Mrs. T. C. Clarke, Northern Electric Co., Vancouver; Spence Caldwell, Canadian Marconi, Vancouver; M. T. Duggan, Press News Ltd., Vancouver; Ira Dilworth, CBC, Vancouver.

Mr. and Mrs. Ed Dowell, British United Press, Montreal; F. H. Elphicke, CJRC, Winnipeg; Vic Fouracre, Northern Electric Co., Vancouver; Les Hawkins, Canadian Marconi, Vancouver; Doug Homersham, CFJC, Kamloops, B. C.; R. W. Keyserlingk, British United Press, Montreal; D. E. Laws, CJOR, Vancouver; Mr. and Mrs. C. B. Lynch, British United Press, Vancouver; H. G. Love, CFCN, Calgary; C. P. Mason, United Radio Ads., Toronto; A. A. Murphy, CFQC, Saskatoon; C. P. McGregor, C. P. McGregor Inc., Los Angeles; Duke McLeod, CFAR, Flin Flon, Man.; James A. MacLean, British United Press, Winnipeg; Joseph R. McGillvra, New York.

V. F. Nielsen and Mrs. Nielsen, CFAC, Calgary; A. H. Nicholl, CJAT, Trail, B. C.; P. Peverley, Walter P. Downs, Vancouver; H. J. Quilliam, KIRO, Seattle; G. R. A. Rice, CFRN, Edmonton; Sam Ross, Press News Ltd., Vancouver; Jack Radford, CBC, Toronto; F. M. Squire, CKWX, Vancouver; F. V. Scanlon, CJRM, Regina, Sask.; Jack Slatter, Toronto; H. N. Stovin, Stovin & Wright, Toronto; R. J. Sprott, CKMO, Vancouver; H. B. Sothcott, CJOR, Vancouver; John Tregaskis, All-Canada Radio Facilities, Toronto; Ralph E. Whyte, CFJC, Kamloops, B. C.; Roy Wright, CKMO, Vancouver.

EMPIRE BROADCASTERS met at Harrison Hot Springs, B. C., at the annual convention of the Western Assn. of Broadcasters. Guest speaker was Squadron Leader B. T. Sheil (center), in civil life general manager of the government-owned New Zealand National Commercial Broadcasting Service. He is shown with George C. Chandler, CJOR, Vancouver (left), re-elected president of the WAB, and Glen Bannerman, Toronto, president and general manager of the Canadian Assn. of Broadcasters. Mr. Sheil spoke on broadcasting in the Antipodes and expressed himself as astounded that in Canada commercial broadcasting is not allowed to mention prices. In New Zealand, he said, price mention is considered of primary importance. He is a guest of C. P. MacGregor, of Los Angeles, and will shortly return to New Zealand.

Advertising of Vitamins Is Restricted in Canada

CANADIAN BROADCASTING Corp. regulations pertaining to food and drug advertisers in connection with vitamin content advertising, which were to have gone into effect last Jan. 1, were recently placed in operation after numerous minor differences had been settled between the advertisers, the CBC and the Department of Pensions & National Health at Ottawa.

Under the new amendments to the Food & Drug Act, claims for vitamin content are allowed within strict limitations; testimonials regarding the action of vitamins may not be used; no assurances may be made regarding results obtained by vitamin medication. All vitamin advertising copy must be submitted to the Department of Pensions & National Health, either direct or through the CBC.

FULL-TIME WIBC-MUTUAL HONORED BY SPECIAL PROCLAMATION FROM GOVERNOR

● WIBC is grateful that the State of Indiana through its Governor, Henry F. Schricker, dedicated a WIBC-Mutual Day in recognition of this station.

The proclamation in part reads: "Meritorious public educational and entertainment service which has become a vital civic asset to our City and State and an important part of the daily lives of our citizens." Aside from all the whereases it's just another way of showing the loyalty of Hoosierland for the radio station that it likes the best.

If you want to reach the folks in the State of Indiana, in one convenient package, you can't do better than the full-time, clear channel of WIBC.

Indiana's Friendly Station

★ ★ ★ ★ ★ ★ ★ **WIBC** ★ ★ ★ ★

Affiliated with the Mutual Broadcasting System

INDIANAPOLIS

OFFICES AND STUDIOS ON NINTH FLOOR • INDIANAPOLIS ATHLETIC CLUB

President Records Congress Message

Breaks Precedent in Asking For Extension of Service

BREAKING a long-established precedent, President Roosevelt's message to Congress on retention of National Guardsmen, reserve officers and selectees in the Army for more than a year, was recorded by the President and played back on NBC, CBS and MBS at varying times July 21.

Usually when the President airs a special message to Congress it is done while he is reading it to a joint session of the House and Senate. One explanation advanced for the innovation was that the President considered the message of such vital importance that he felt he should read it to the radio audience rather than have it done by the reading clerks of the House. regular announcers or commentators. Through the recording the Chief Executive was able to carry out most of his busy Monday program without the interruption of a two-hour trip to Capitol Hill for the joint session.

Late for First Time

Technically the recording was made in the same manner as an actual broadcast, equipment being set up in the regular White House broadcasting room — actually the Diplomatic Reception Room. From there the President's voice was carried by line to the studios of NBC, CBS and WOL-MBS and recorded. NBC broadcast the speech at 12:15 p.m. (EST), shortly after the reading started in the Capitol; CBS carried it at 2:30 while MBS carried the message twice, at 1 and 10 p.m.

Reason for the varying times was that the White House requested the networks to carry the message at the time most convenient for themselves. The recording was available for broadcast by independent stations on the same basis as all Presidential broadcasts, merely putting lines into the nearest network point.

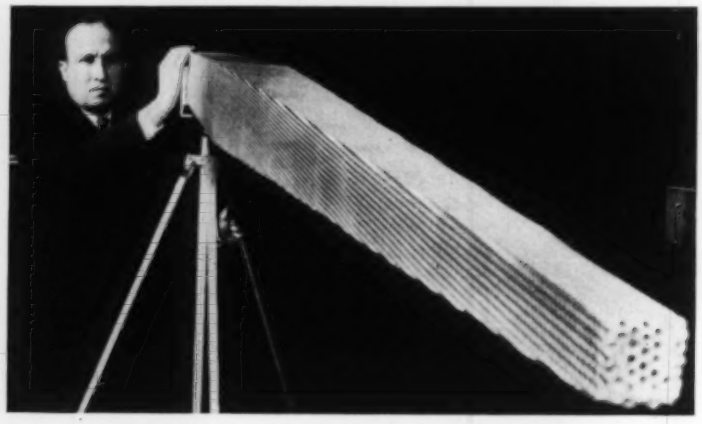
Only difference from a regular broadcast was the fact that the President was a half-hour late for his recording appearance, something that has never happened on a "live" broadcast.

Horlick Test

HORLICK'S MALTED MILK Corp., Racine, Wis., on July 29 will test a weekly half-hour adaptation of the comic strip *Harold Teen* on WGN, Chicago. Contract is for 26 weeks and Blair Wallister will produce the program which will advertise Boost, a chocolate flavored malted milk powder. Preliminary plans include the addition of WLW, Cincinnati, in about a month. Company is currently sponsoring *Superman*, a Monday through Friday quarter-hour transcribed serial on WENR, Chicago, and WLW, Cincinnati, which will be discontinued in late August. Agency is Erwin, Wasey & Co., Chicago.

SOUND PERSPECTIVE IN MIKE

New RCA Pickup Device Said to Function in Manner Resembling the Human Ear



IT'S 10 FEET LONG, this latest "sound perspective" long-shot microphone designed in the RCA Laboratories. Because it is so sensitive and directional, it is used "out front" and approximates the location of the audience. Realism is thus enhanced, both in broadcasts, movies and television. Field tests are being conducted on Hollywood lots.

DESIGNED to give a much higher standard of realism in sound reproduction by introducing the element of "sound perspective", this new, strange-looking device known as a "line microphone", a product of over 10 years development of RCA Laboratories, is being field-tested on the movie lots of Hollywood by RCA engineers.

Because it is highly directional and capable of efficient operation at substantial distance, the line mike functions in a manner akin to the human ear. Instead of being placed immediately in front of, just above, or at the side of the sound source as the conventional mikes would be, the new device can be positioned out in front, in a spot more nearly approximating that of the audience.

Vivid Effects

Such a device could be set up at the edge of a large crowd to pick up the voice of a speaker in the center or standing on a relatively distant platform. The smack of football players crashing together on the field would be within reach, or the music of a symphony orchestra could be picked up from a distance of 100 feet or more, according to the engineers.

Mounted on a rolling tripod, the new mike is 10 feet long, a few inches in diameter and is encased in a thin perforated metal sleeve. Inside the sleeve is an assembly of quarter-inch pipes of varying length and open at one end.

The openings serve as pickup points for sound waves, which are relayed through the pipes to a ribbon transducer, the element which changes the waves into electrical impulses.

Important uses for the device will be found not only in broadcasting and television, but in the theatre and in motion pictures as well.

Herbert Rosen Arrives, To Continue Work Here

HERBERT ROSEN, editor of Broadcasting Program Service, formerly of Paris and Marseilles, has arrived from Europe and established an office at 45 W. 45th St., where he intends to continue both his Radio Press Service and his representation of transcription firms.

A veteran German broadcaster, now a refugee, Mr. Rosen first in Berlin and then in France distributed American transcriptions, sound effect records, scripts and programs to stations in Europe, Africa, South America, Asia and Australia, and in turn exported their program products to the United States. When the war broke out, he was interned in France but later released upon the intercession of American friends. He left with his wife and nine-month-old son from Lisbon on the French liner *Winnipeg*, bound for Martinique, but the ship was captured by the British and taken to Trinidad. The usual one-week voyage to this country took more than two months.

Lombardo to Colgate

COLGATE - PALMOLIVE - PEET Co., Jersey City (Colgate Dental Cream), on Aug. 2 will replace *Colgate Spotlight*, featuring Ed East and variety entertainment, Saturdays 8-8:30 p.m. (EDST), with *Guy Lombardo & His Orchestra* at the same time on the same 69 CBS stations. In addition, there will be a rebroadcast at 11 p.m. and the program will be picked up across the Pacific and heard in Honolulu and Hilo. At present Lombardo is featured on *Lady Esther Serenade*, Mondays 10-10:30 on CBS, but terminates that contract July 28. Format of the new show will follow typical Lombardo style with old favorites and "hits of tomorrow" featured. Ted Bates Inc., New York, handles the account.

BOB JONES College Inc., headed by Bob Jones as president with Bob Jones Jr. as secretary-treasurer, has applied to the FCC for a daytime regional in Cleveland, Tenn., on 550 kc. with 1,000 watts.

KHMO, Hannibal, Mo., To Take Air in August

THE NEW KHMO, Hannibal, Mo., owned by the Courier Post Publishing Co., has completed organization of its staff and expects to begin operation the first week in August, it was announced last week by George Losey, general manager. The station, authorized by the FCC Feb. 5, 1941, will operate on 1340 kc. with 250 watts fulltime.

Mr. Losey

Mr. Losey was formerly with WLS, Chicago; WDZ, Tuscola, Ill., and WIZE, Springfield, O. Staff members include Earl Dougherty, formerly of WMBH, Joplin, commercial manager; Bob Williams, formerly of WDZ and WLW, Cincinnati, program director; Ben Parrish, formerly of KWOC, Poplar Bluffs, Mo., chief engineer; Stanley Cross, formerly of KMYR, Denver, and Janey-Lou Johnson, formerly of KTSW, Emporia, Kan., continuity and traffic director.

Announcers include George Moon, formerly of WSUI, Iowa City; Tuckerman Stadler, late of KFRU, Columbia, Mo., and Harry Becker, who was formerly with KVAK, Atchison, Kan. Turley Perry, of Hannibal, is staff musician, and Ruth Stout, also of Hannibal, secretary and receptionist.

WLOL Names Husted As Shurick's Successor

K. WALLACE HUSTED, formerly with WCCO and WLW and recently with the Minneapolis office of BBDO, has been named general manager of WLOL, Minneapolis, succeeding Edward P. Shurick Sr. Mr. Shurick with the station since its inception in 1939, has been detailed by Judge John P. Devaney, former chief justice of the Minnesota State Supreme Court, who controls the station, to work on national defense matters in connection with Judge Devaney's recent appointment by President Roosevelt as one of the Minnesota defense coordinators. He will continue as consultant for WLOL.

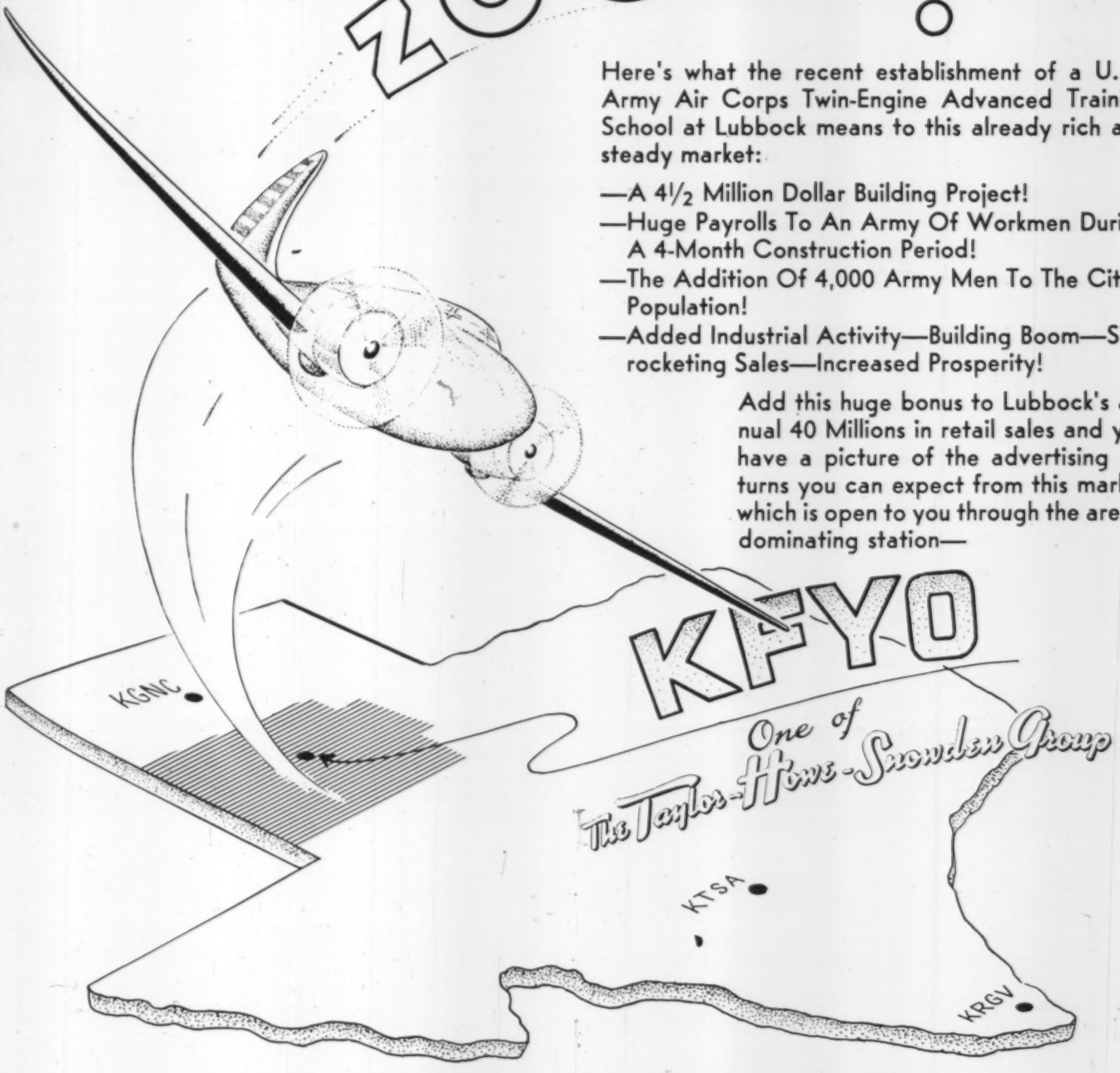
Mr. Husted

Mr. Husted assumed his new duties July 21. At one time he was assistant general manager and sales director of WCCO, where he started in 1927 as an announcer. Later he resigned to join WLW, but returned to Minneapolis to join the agency's branch staff.

Insurer's Series

PILGRIM NATIONAL LIFE Insurance Co., Chicago, is testing a live musical quarter-hour, *The Hayden Family*, six times a week on KWTO, Springfield, Ill., and via transcription thrice-weekly on KDTH, Dubuque, and KMA, Shenandoah, Ia. Agency is J. L. Stewart Inc., Chicago.

LUBBOCK and the Panhandle South Plains Are on the ZOOM!



Here's what the recent establishment of a U. S. Army Air Corps Twin-Engine Advanced Training School at Lubbock means to this already rich and steady market:

—A 4½ Million Dollar Building Project!
—Huge Payrolls To An Army Of Workmen During A 4-Month Construction Period!
—The Addition Of 4,000 Army Men To The City's Population!
—Added Industrial Activity—Building Boom—Sky-rocketing Sales—Increased Prosperity!

Add this huge bonus to Lubbock's annual 40 Millions in retail sales and you have a picture of the advertising returns you can expect from this market which is open to you through the area's dominating station—

KFYO

Get The Attractive Combination Rate On These Four Close-knit Stations:

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

Merchandising & Promotion

Sales in Summer—Angler's Bulletin—Name for Pooch—Plane at Fairs—For Ruralites

THE IDEA of doing a "sales loading" job during the summer months, as portrayed in the house ad in the July 14 BROADCASTING, was like "a check from home" to Commercial Manager Charlie Balthrope, of KTSA, San Antonio, who reports that KTSA's sales meetings during the last month-and-a-half have featured short illustrated talks on famous military battles, driving home the fact that most sales battles, as well, are won or lost in the planning room. Besides meaning more business for the salesmen, well-planned campaigns mean more results from radio, and more renewals.

Reversing the usual summer slump, KTSA's sales department, he reports, has upped its quota of weekly contacts in a "planning" drive for fall and winter business. An interesting by-product has been a definite increase in summer business, shown by a 38.6% rise in local and regional business over June and July, 1940.

* * *

El Paso Books

FOR THE INFORMATION of the sponsor, the agency and the district representative, KROD, El Paso, has just issued a number of brochures for General Mills on behalf of *Hymns of All Churches* and *Betty Crocker*. Books contain samples of merchandising letters, courtesy announcements, photographs of Tel-Pic signs used as promotional material, tear-sheets of publicity and advertisements, pictures of dealers' party and advertising streamers distributed throughout KROD's territory.

Drug Stimulus

TO STIMULATE interest in drug products, KMOX, St. Louis, has started a new weekly promotion program as a test for the retail druggists of St. Louis. Each program invites consumers to visit his neighborhood drug store and look over special offers on related groups of drug articles. Groups are changed weekly to fit the continuity. More than 900 druggists are participating in the promotion, building displays of KMOX advertised products in return for the time. The stores also keep an inventory of sales to give KMOX drug advertisers an index on the sale of products in particular markets. The deal was engineered by J. Soulard Johnson, KMOX sales promotion director, through the Retail Druggists Assn. of St. Louis.

* * *

Available

FOR THE benefit of advertising agencies located in Chicago, WMCA, New York, is preparing a recorded album of all its sustaining features available for sponsorship, including news and sports commentaries, musical and variety shows and a quiz series. The album will be kept at WMCA's Chicago studios where special facilities will be maintained for audition of the discs.

TO INSURE rapid distribution of membership cards for Par Soap Co.'s *For Housewives Only Club*, KDYL, Salt Lake City, sent several comely misses, like the one at right, to visit personally every major grocery store in Salt Lake City, Ogden and Provo. Listeners join the club by mailing in to the station a membership card like the one here being handed the shopping housewife. The thrice-weekly *For Housewives Only* is conducted by Emerson Smith, KDYL program director, who selects at random phone numbers of club members, calls them, asks the member a true-or-false question. Correct answers win a "Par Double Treat", a $2 merchandise order and a large box of Par Soap. The personal contact method has more than doubled club membership, KDYL reports.

* * *

Fish

AS MERCHANDISING service for the client, Fred D. Fleming, KLZ, Denver news editor and fishing enthusiast, gets out a weekly sportsman's bulletin, "Fishing in Colorado", for the Dave Cook Sporting Goods Co., sponsor of an early morning quarter-hour newscast on the station six days weekly. It gives a picture of fishing conditions throughout the State, runs from seven to ten pages weekly and is now being printed by the hundreds to answer the demand of sportsmen who obtain it free at the sponsor's store. The station provides a special bulletin board in the store, where daily bulletins, wired in by wardens of the State Game & Fish Department, are posted.

* * *

Grocery List

COOPERATING with retail grocers of Northern California and food manufacturers and processors using time on the station, KSFO, San Francisco, has published a 10-page listing of all grocery products promoted on KSFO programs. The listing breaks down the advertisers' lists, showing those using programs, announcements and contests and special offers.

* * *

Food for Families

COOPERATING with the *Rock Island* (Ill.) *Argus*, WHBF, Rock Island, entertained the 17 farm families entered in the contest of the Illinois State Fair to select a typical Illinois family, at a special banquet tendered at the local Hotel Fort Armstrong.

Who's Elmer?

WPEN Philadelphia, has start a teaser contest among listene seeking a new name for a p picked up by the office girls dur the recent rains. Announcers all shows made aside remarks an "Elmer" in the studio, giving indication as to who or what "Elmer" might be.

Last week, "Elmer" was int duced to the listeners through a vertisements in the local news pers, with which the station time-for-space swap deals. A ture revealing "Elmer" as a listeners are invited to suggest new appropriate name for the p Three pairs of Nylon stockings w be awarded to the one sending the name selected, with a pair ea for the next 12 runners-up.

* * *

WBAL Plugs for 50

TO CELEBRATE its shift to 50 000 watts and affiliation with NB Red, WBAL, Baltimore, is distribut ing guest cards to radio editors a agency executives entitling the to "WBAL-50,000 watt" cocktail Idea is the brainchild of Harold Burke, WBAL, general manage and the cocktails can be found Longchamps restaurants and th Warwick Hotel, New York; th Wrigley restaurant, Chicago, a the Benjamin Franklin Hotel, Phi adelphia.

* * *

Round of the Fairs

THE BIG Studio Plane of WCKY Cincinnati, is making its second a nual round of fairs and festival within 100 miles of Cincinnati Last year more than 500,000 in spected the de luxe mobile unit Don Dean, WCKY farm field re porter, conducts interviews which are recorded and broadcast the fol lowing day. Voice recordings are made and played back every day for fair visitors. Listener-promotion material is distributed.

* * *

KXOK in Communities

AROUND Missouri, Illinois, Indiana and Kentucky, KXOX is placing display ads in 82 rural newspapers, to be followed by a *Salute to Cities* program. Bob Seat, KXOK promotion manager and creator of the animal series of ads used by the station, is making the tour. In addition to the salute program, items from the papers are read on the *After Lunch Club*.

BROCHURES

Z-BAR NET, Butte, Mont.—Pictorial booklet on Montana's natural attractions, incorporating a full-color illustrated reprint of the poem, "Shorty's Saloon", written by Johnny Ritch and illustrated by Charles M. Russell, famous cowboy artist.

WOR, New York—14-page booklet "Needle Work", illustrated by Roger Duvoisin, and containing a description of the services and facilities of WOR's Recording Division, headed by Ray Lyon.

DUNKEL SPORTS RESEARCH SERVICE, Mountain Lakes, N. J.—Folder-booklet promoting the 11-week Dunkel football prediction service.

KMMJ, Grand Island, Neb.—Booklet giving the story of KMMJ, "Nebraska's best buy per dollar spent".

WDRC, Hartford, Conn.—Die-cut "Faxology" brochure in Food for Thought series.

WHY DOES CKLW'S 800 KC. MAKE THIS STATION THE STAND-OUT BUY IN THE DETROIT AREA?

BECAUSE CKLW'S INCREASED COVERAGE NOW REACHES OVER 8 MILLION PEOPLE—35% MORE RADIO FAMILIES THAN LAST YEAR. ALL THIS, AT NO RATE INCREASE!

CKLW

5,000 WATTS DAY and NIGHT • CLEAR CHANNEL

Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

WOW
5000 Watts
Day and Night
590
Kilocycles

WOWS-A-GRAM

WOW
Covers an area of 185,288 square miles, containing more than 700,000 radio homes.

Vol. 1 — No. 5 OMAHA - GREAT PLAINS MARKET BULLETIN OMAHA, NEBRASKA

PRIZE WINNING WOW NEWS MAGAZINE BUILDS (HOLDS!) LISTENERS LOYALTY

RADIO NEWS TOWER

Complete Radio Program News From Radio Station WOW

5000 Watts 590 Kc.

NEW FEATURES FLOCK TO WOW

WOW Execs Off to Big NAB Session

News and Serials Lead Spring Parade

PRESENTED BY St. Louis University AND ACCEPTED AT THE NAB CONVENTION ST. LOUIS, MO. MAY 15, 1941 RADIO NEWS TOWER

WOW NEWS SC

WOW WINNER

Gold Plaque Awarded For "Outstanding Radio Paper"

The WOW Radio News Tower was awarded a gold plaque, presented by St. Louis University, at the recent NAB convention. It was adjudged the best publication of its type in the nation.

July News Tower Features New Summer Shows

Photos and special articles on summer replacement shows, program format changes, new stars and renewed accounts, will get the big headlines in the July issue of the WOW Radio News Tower Magazine.

WOW Wins Peabody Citation

The George Foster Peabody citation, for "outstanding meritorious public service" during the year 1940, was given to WOW for its enterprise in originating the President's Birthday Ball broadcast of 1940, carried by more than 450 radio stations throughout the world.

It is such enterprise, combined with ample power and good wave-length, that makes WOW the dominating station in the Omaha-Great Plains Market area.

Ideal Medium For Client Publicity

Eight thousand WOW families pay 50c a year for WOW's unique "point-of-sale piece" — the Radio News Tower Magazine, through which every WOW program is interestingly publicized to a "cream-of-the-crop" group of listeners in the large Omaha-Great Plains market. The News Tower is a "must" item by the loudspeakers of these listeners.

The Radio News Tower Is Just One WOW Plus

Wise time buyers select WOW because it is the predominant station in a rich, *balanced* (half-agricultural, half-industrial) market. The News Tower supplements the WOW time purchase as merchandising cooperation.

Other WOW "extras" include quality of local programming, consistent listener promotion, special events, news service, and expertly planned sales merchandising for each individual advertiser's especial needs.

The Radio News Tower Adds to Subscribers' Enjoyment of WOW Shows

Time Buyers, Ad Men, Clients, Enjoy It Too!

WOW sends the News Tower (gratis) to nearly 5,000 clients, agency men, educational, civic, and radio industry leaders every month.

In 1940 nearly 100 in the above group wrote voluntary "thunder" letters praising this news magazine. Many offered thanks for publicity cooperation which they hadn't even asked for.

A request on your letterhead will bring you a sample copy of the July Radio News Tower.

Every day, every night, the News Tower *reminds* folks to set their dials exclusively to 590 kilocycles — and to keep them there to hear all the red network, the best *national spot programs,* and the popular WOW local features.

Why WOW Folks Pay To Read Client Publicity

The Radio News Tower (June issue) included 34 photos of radio stars . . . 36 feature articles . . . 6 newsy (or breezy) Columns by staff celebrities . . . 72 snappy radio news bulletins or "brighteners" . . . a full page (11x14) United Press war map . . . a full (back) page accurate WOW program schedule.

Every month pictures and features are new and different. (The better to give good publicity to every WOW client!) Recent standout features included a full-page feature on radio stars' salaries with list and photos of top ten . . . a complete list of new wavelengths of all U. S. stations after reallocation . . . double-truck (with 12 photos!) on eleven shows currently on WOW for one major client . . . Haynes Radio Log in chart form . . . series of six full-page United Press war maps.

Almost every item and every cutline included the name of a WOW program, its sponsor, or its product.

You Can Dominate the Omaha Great Plains Market WITH

WOW

OMAHA, NEBRASKA

On the RED Network
590 KC. · 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co., Representatives

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

In the rich, productive Baltimore area WCAO consistently reaches and influences the cream of your sales potentials.

Purely PROGRAMS

A SPORTS QUIZ bee which admits only the women as participants has been produced by WGAR, Cleveland, and named *Ladies' Day at the Mike*. The quiz, a half-hour in length, and heard on Tuesday evenings at 8:30, is presided over by Bob Kelly, WGAR sports editor. Kelly's questions cover all fields of sports, and there are cash prizes and baseball tickets for the winners. The ladies are teamed in pairs for the quiz, and the competition eliminates all but two teams who battle for the top honors and the cash prizes, with the baseball tickets awarded as consolation prizes to the losing team.

* * *

In the Service

NAVY NIGHTS will be inaugurated by WFIL, Philadelphia, Aug. 5. Originating at the Auditorium of the Philadelphia Navy Yard, a variety show using Navy personnel exclusively will be introduced, to be known as *Navy Night*. Uniformed men and workers stationed at the Navy Yard will be selected each week for the program's talent, music to be provided by a band of a battleship. A similar program, to be known as *We're in the Navy Now*, as a sequel to its Army show from Indiantown Gap, Pa., *We're in the Army Now*, was announced last month by WCAU, Philadelphia.

* * *

Biblical Group

NORMAN CORWIN, CBS writer-producer-director who is currently presenting *26 By Corwin* Sunday nights on CBS, is preparing a trilogy of Old Testament stories for presentation Aug. 10, 17 and 24. For the last of the three programs, Deems Taylor, commentator for the New York Philharmonic broadcasts, is writing special music, and Charles Laughton will play the title role of "Job".

* * *

Laws That Are Strange

UNUSUAL laws in various American communities will be revealed on the five-minute series *It's A Law*, starting July 29 on WMCA, New York. Series will be based on the feature appearing in the *American Magazine* written by Dick Hyman and illustrated by Otto Soglow.

* * *

Military News

WLW, Cincinnati, began a series of weekly broadcasts July 15, bringing officers of the Army, Navy and Marine Corps to the microphone. Scheduled each Thursday, the programs aim to tell, through interviews, what is news in military circles.

* * *

Voice of Youth

USING students of the U of Toledo speech department, WTOL presents a weekly forum devoted to views of young folks on national topics. After the participants have presented their views, members of the audience participate, asking questions of the speakers.

Pine Camp Programs

WITH the entire personnel of the Fourth Armored Division participating in one way or another, WWNY, Watertown, N. Y., last Wednesday started the first of a series of special programs broadcast from the outdoor amphitheatre of Pine Camp. The first program was written and produced by Privates George Greaves and Jay Williams both of whom have had professional theatrical experience.

* * *

Inside the Army

A COMPLETE INSIGHT into workings of the new Army, from soup kitchens to schools for flying cadets, will be given on *Your Army*, new MBS series. The programs will feature interviews with representatives of each phase of Army personnel including the commanding officers, lieutenants in the Army nursing service, hostesses, commandant of the bakers' and cooks' school and others.

* * *

Outstanding Georgians

TRIBUTES to three Georgians who have accomplished notable deeds during the week are paid on WSB, Atlanta, as a feature of the *Home Folks* program. Aimed at a statewide audience, an editorial forum is also incorporated in the broadcast, presenting outstanding Georgia newspaper editorials.

* * *

Famous Heels

NEW five-weekly quarter-hour series, titled *Heels of History*, has been inaugurated on NBC-Pacific Blue stations by Richard Brooks, commentator. Upholding those who have been dubbed "heels" by their fellowmen, he reveals historic proof that the accused is not always the villain implied.

* * *

Club Quizzes

TRANSCRIPTIONS are made by KANS, Wichita, of quiz contests conducted by the station at meetings and luncheons of civic groups as part of the *Quiz Business* program. The discs are then rebroadcast the following evening by KANS.

TWICE IN FIVE YEARS the *Lone Ranger* program, produced at WXYZ, Detroit, for a coast-to-coast MBS network as well as transcription, has won the annual award of the C. I. T. Safety Foundation as the radio program contributing the most to traffic safety during the preceding year. The *Lone Ranger* series won the award first in 1937. Here the Lone Ranger himself (Brace Beemer) accepts the latest award, made July 14, from John Darr (left), representing the Commercial Investment Trust of New York City. Both engraved plaques have been framed and are displayed in the business offices of King-Trendle Broadcasting Corp., in the Stroh Bldg., Detroit, along with other awards bestowed on the program.

* * *

Farm News

LOCAL farm news in addition to the regular coverage of national farm reports is now included on *Columbia's Country Journal* program heard Saturdays on CBS at noon. Plans have already been worked out for 29 CBS stations to cut in at 12:25 p.m. and insert their own local news by station farm editors who round up news for the reports of Charles Stookey, CBS farm editor.

* * *

Man in the Pool

SOMETHING new in the way of question programs is claimed by WDWS, Champaign, Ill. Hank Miller of the station announcing staff, does a 15-minute "man in the pool" broadcast from the Urbana Park swimming pool seven days a week.

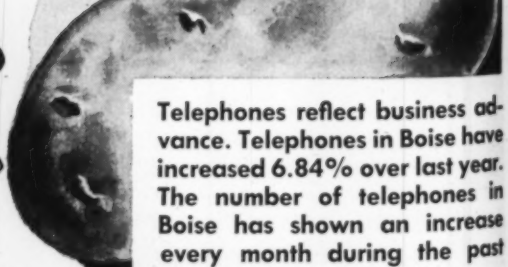
* * *

Knows the News

AMARILLO National Bank is sponsoring a series of programs featuring questions on current news, phoned while the program is in progress by listeners and answered by Wes Izzard, KGNC newscaster.

KIDO Boise

NBC Red and Blue



Telephones reflect business advance. Telephones in Boise have increased 6.84% over last year. The number of telephones in Boise has shown an increase every month during the past five years.

JOHN BLAIR & CO. Nat. Reps.

Listening Groups Found Successful

Survey Shows 8,363 Having Membership of 200,000

NEW and highly successful educational technique has been found in radio listening groups organized throughout the country, according to a pioneer study conducted by Frank Ernest Hill of the American Assn. for Adult Education and published by the Columbia U Press.

Mr. Hill reports that his "unfinished census" reveals there are 8,363 known radio listening groups in this country, numbering around 200,000 persons. He estimates that on the basis of the figures he has on hand and the possibilities for getting information, it is reasonable to assume there are actually 15,000 organized groups meeting together to hear radio programs and their activities touch 300,000 to 500,000 persons.

They Do Things

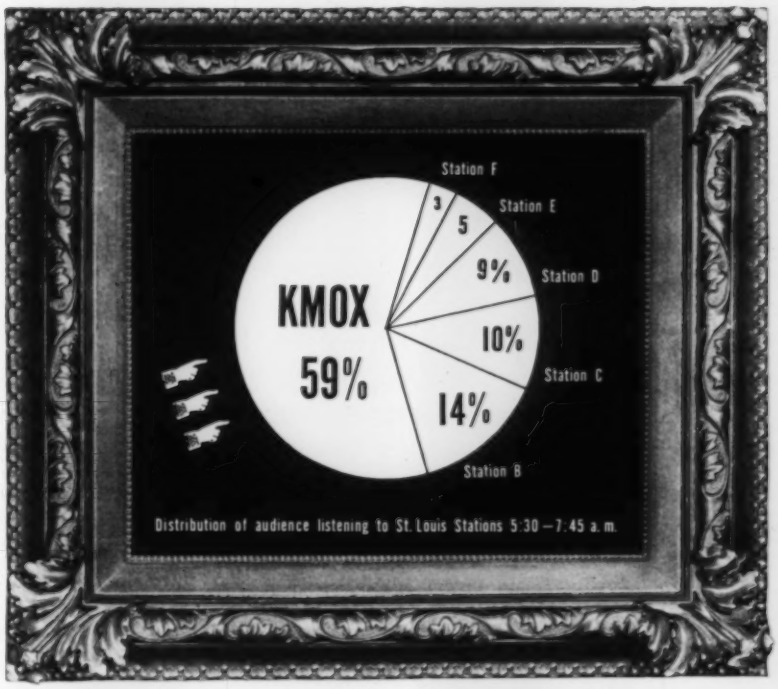
The groups, Mr. Hill reports, as a whole include both men and women but with women predominating. They show a great range of income, the report says, but the majority are from families receiving from $1,000 to $3,000 a year.

The census was taken through questionnaires to radio stations, colleges, libraries, CCC camps, NYA state directors, labor councils and directors of radio programs.

In discussing the radio listening groups, Mr. Hill said, "They already do things on a greater scale, in proportion to the effort expanded, than any nonradio agency can hope to rival."

Butler Group Controls KTUC

THE GROUP of stockholders headed by Burridge D. Butler, owner of WLS, Chicago, and KOY, Phoenix, assumes control of KTUC, Tucson, Ariz., under transfers of stock approved July 22 by the FCC. John Merino, owner of 100 shares, sells 49 shares to Ralph A. Bilby, Tucson attorney, and one share to Mr. Butler. The stockholding lineup now is Mr. Butler, 69 shares; Mr. Bilby, 50; Glenn Snyder, WLS, Chicago, 50; George R. Cook, WLS, 50; Mr. Merino, 50; Louis F. Long, 30; Frank Z. Howe, 1. Mr. Butler paid $1,333 cash for the Morris shares and assumed $2,000 in obligations of Mr. Morris. Mr. Butler and Mr. Bilby together assume $7,000 stock subscription obligations of Morris and Merino.



A Beautiful Picture of Popularity

In every single quarter hour between 5:30 and 9:00 a.m., KMOX has more listeners than any other St. Louis station. In every single quarter hour but one, KMOX has more listeners than all other St. Louis stations *combined*. And even in that one quarter hour, KMOX has better than twice the audience of the second place station.

That's the beautiful picture of KMOX's popularity provided by the latest Gill survey in St. Louis.*

But to be absolutely fair to the other St. Louis stations, consider the period before the big CBS network shows come on the air—the period before 7:45 a.m. when local show competes with local show for the audience. (A period, incidentally, with still a good choice of broadcasting times for advertisers.)

What's the result? KMOX has 59% of all radio homes listening to St. Louis stations between 5:30 and 7:45 a.m.

That, sir, is popularity!

*This survey, covering the period 5:30-9:00 a.m., was conducted by Samuel E. Gill and consists of 2354 personal interviews with radio families in St. Louis and 16 "outside" counties in Missouri and Illinois, including all counties with a city of 10,000 or more population within the day and night Primary area of KMOX. The "outside" cross section is representative of an area comprising 65.4% of the total radio families in KMOX's Primary area. Complete details available on request.

KMOX THE VOICE OF ST. LOUIS • 50,000 WATTS

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York Chicago • Detroit • Charlotte • San Francisco • Los Angeles

The New and Outstanding Radio

ANN L

in interesting nd

programs fr

HOME • BEAUT•

L. B. Wil

WC

C I

FIFTY GRAND

Pa's Personality for Cincinnati

L H A Y

ng nd informal

fr women.

AU · COOKING

Wilson

CKY

I S

ND IN WATTS

BROADCASTING and Broadcast Advertising

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J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Subscription Price: $5.00 per year—15c a copy ● Copyright, 1941, by Broadcasting Publications, Inc.

Same Old Story

IT DIDN'T take long to learn which way the regulatory wind blew in the newspaper-ownership proceedings which got under way last Wednesday before the FCC sitting en banc. Only a matter of minutes after the hearing opened, FCC Chairman Fly, in characteristic fashion, shut off any preliminary argument on the question of the FCC's jurisdiction to "legislate" on the ownership of stations by newspapers, and "reserved" that discussion probably until the end of the inquiry, which is expected to be months hence.

The opening gun in the proceedings was strangely reminiscent of what had transpired in the television fiasco of a year ago, and in the oral arguments incident to the chain-monopoly regulations last December. Elisha Hanson, counsel for American Newspaper Publishers Assn., was stopped in his tracks by the chairman when he attempted to argue the Commission's authority to conduct the proceedings, or to subpoena witnesses. And former Judge Thomas D. Thacher, distinguished chief counsel for the Newspaper-Radio Committee, while treated with deference, nevertheless was not permitted to argue his contention that the Commission, without a change in statute, could not distinguish between newspaper and non-newspaper ownership of stations.

It is another example of the FCC sitting as prosecutor, judge and jury, with the parties in interest utterly helpless until the same Commission at its own strategic convenience permits them to raise the jurisdictional question. It is a modern version of star-chamber proceedings, streamlined and air-conditioned.

Thus far, the Commission apparently is attempting to build its foundation with expert testimony and with slanted (and often ridiculously inaccurate) exhibits, some comparing the relative effectiveness of newspapers vs. radio and, presumably, their competitive results. It is too early yet to glean what the "prosecution" proposes to prove. That apparently doesn't matter if the Commission is to be judged on its past performances.

Newspapers should profit by the experience of those who have recently run the gauntlet of FCC "legislative" proceedings. Their only salvation, it should be clear, is to get the question in the courts or before Congress before the Commission's majority attempts to do its own legislating, probably to the tune of a funeral dirge.

Advertising Under Fire

MANIFESTING their cooperation with the Government's defense oil conservation program and their good faith toward their customers, some of the leading oil marketers, particularly along the Eastern Seaboard, are revising their advertising copy to the conservation theme. They are telling motorists how to handle their cars to reduce gas consumption, and are even urging a reduction in pleasure driving.

That certainly does not look like venality on their part. Accepting the nation's requirements as basic, they nevertheless regard advertising as a business necessity not only to continue moving their goods but to keep brand names before a public which one day inevitably will again be free buyers.

Yet earlier this month the Dept. of Justice, in an apparent crackdown drive via the intimidation route, virtually takes the oil companies' advertising to task by requiring all of them to fill out questionnaires giving in minute detail their total advertising expenditures in all media, samples of copy used, including radio scripts, names of all media used, names of agencies and amounts spent in each category.

The advertising fraternity has good reason to fear that this is another step by the New Deal's fast boys toward scrutiny of advertising as a whole. Witness the final paragraph of the questionnaire: "A statement outlining the necessity and desirability of advertising the branded products of your company, together with the available statistics showing cost of advertising per dollar of sales, cost of advertising per unit of commodity sold (gallon of gasoline, quart of lubricating oil etc.) and the extent to which competitive forces have compelled the adoption of advertising methods and policies of the company."

No question is asked about truth in advertising or possible violation of law; rather the inquiry is into its "necessity" and "desirability." When oil companies, or any other companies, are probed along these lines, the obvious inference is that the bureaucratic mind thinks it, rather than management, should pass upon purely internal business practices. We echo the sentiment of the *St. Louis Star-Times*, always a staunch New Deal supporter: "There is a time for all things—and this is not the time for a witch-hunt against advertising as an institution, operated by the praetorian guard of the Administration's most radical left wing."

The RADIO BOOK SHELF

FOURTH in a series of academic and professional guides to develop use of aural instruction in schools, *School Recording Technique*, written by Prof. Karl S. Van Dyke, Wesleyan U, has been published by the Committee on Scientific Aids to Learning, New York. Prof. Van Dyke also is author of *Sound Recording Equipment for Schools*, published by the Committee in 1940. Text of the manual presents usable information for educators on the technique of recording for educational purposes, and the 52-page volume incorporates a foreword by Irvin Stewart, director of the Committee and former FCC member, along with a factual review of the recording program at Wesleyan U, directed by Prof. Van Dyke. Other publications in the series are *Broadcast Receivers & Phonographs for Classroom Use* and *Central Sound Systems for Schools*.

LATEST of a series issued by the Federal Radio Education Committee, *The School Radio-Sound System* by R. R. Lowdermilk of The Evaluation of School Broadcasts project at Ohio State U, deals with application of radio in schools from administrative and technical angles. Supplementary data was contributed from the radio industry through the NAB. Copies can be obtained at 25c each from FREC, U. S. Office of Education, Washington.

Via Transcription

IN THESE DAYS of world turmoil, when the conquests of Caesar and Napoleon are eclipsed almost weekly, the making of history in our own restricted bailiwick may be overlooked. President Roosevelt, it should be noted, did it again last Monday. He resorted to transcriptions in going to the public with his message to Congress on legislation to extend beyond one year the military service of selectees, National Guardsmen and Army reserves.

No reason was assigned for the President's unprecedented move. But it is easy to fathom. To have delivered the message in person before the combined houses of Congress would have meant a noon presentation, which would have been picked up by the networks. A peak audience is not available then. The issue, striking at virtually every home in America, was all-important. The Chief Executive wanted the body politic to hear in his own words his exposition of a vital national problem. The answer was via recording.

Thus America could listen at home, and while at leisure. All stations and networks could broadcast and rebroadcast the message (which they did). There was flexibility of time not possible if the message had been picked up "live". There were all of the voice inflections, the highs and the lows, which have made Roosevelt radio's leading personality. No one thought of it as a "canned" speech. Transcriptions have outgrown that catch-phrase stigma. And the networks, which even now shy at transcriptions, carried it without complaint or criticism, by invitation of the President.

There will be more of this "pre-planned" broadcasting on important events in the future. By his action of last week the President has given transcriptions the highest recognition possible.

We Pay Our Respects To —

EUGENE COLLINS PULLIAM

RADIO LISTENERS, like newspaper readers, want and deserve the best in local, state and national features. This is the success thesis of Eugene Collins Pulliam, who in 30 years has bloomed from a cub reporter on the *Kansas City Star* to a top-flight broadcast and publishing executive, heading WIRE, Indianapolis, WAOV, Vincennes, and substantial newspaper properties in Indiana and Oklahoma.

Gene Pulliam's present status as an executive in large-scale business operations represents the culmination of but one of the choices of success open to the ambitious youth of 1910 or so. Back in those days, when the automobile began to hold more appeal for gay young blades than the bicycle, Gene was a crack police reporter and feature writer on the *Star*, working under the paper's late famed publisher, William Rockhill Nelson. As things turned out, he decided to go into the publishing business on his own, first in the Southwest and later expanding eastward. But if he had continued as a reporter, he doubtless today would be reading his by-line in magazines and newspapers rather than his signature on business letters.

Born May 3, 1889, in a semi-dugout on the wind-swept prairies of Grant County, in Western Kansas, Gene was the son of a pioneering Methodist minister. After graduating in 1906 from Baker U's prep school in Baldwin, Kan., he attended DePauw U, in Greencastle, Ind., graduating in 1910. At DePauw he was a founder of Sigma Delta Chi, national journalism fraternity.

After college he went to Kansas City, worked on the *Star* for two years and on Feb. 23, 1912, married Myrta Smith. That same year he went to Atchison, Kan., as editor of the local paper, the *Champion*. Three years later he became editor and subsequently owner of the *Franklin* (Ind.) *Star*, in 1923 also becoming publisher of the *Lebanon* (Ind.) *Reporter* and 10 other Midwest dailies. In 1929 he formed Oklahoma Newspapers Inc. Right now his newspaper interests include Central Newspapers Inc., Indiana Newspapers Inc., Oklahoma Newspapers Inc., Lebanon Newspapers Inc., Huntington (Ind.) Newspapers Inc., Vincennes Newspapers Inc., all of which he heads.

In radio circles he is well known, not only as a successful individual operator but as a leader in the reorganization of the NAB and as a good solid industry promoter. As president and executive head of Indianapolis Broadcasting Inc. and Central Newspapers Inc., he is top man at WIRE and WAOV.

To many of his friends, lanky, pompadoured Gene Pulliam still is essentially the newspaperman. Although he proved a genius at bringing large-scale financing into the accumulation of relatively small publishing properties, he nonetheless likes to sit down at a news desk and bat out stories and editorials with the rest of the boys. One of his cardinal principles of operation has been his enthusiasm for local autonomy in the properties he owns. Always he has required that individual publishers of his newspapers hold an interest in the business and actively participate in formulating policy. This precept is reflected in the bitter editorial squabbles that frequently have gone on between the papers. Attesting his business acumen, Oklahoma Newspapers Inc., formed in 1929, went through one of the worst droughts in the history of the Southwest and a national depression—without loss of a nickel to bondholders or stockholders.

Gene numbers among his intimate friends all sorts—left-wingers, conservatives, reactionaries. A broad political tolerance is a valuable personal attribute. Key associates in his various business enterprises always have maintained a genuine devotion for him as an individual.

Apart from his business activities, he is a trustee of DePauw U, a member of the executive council of Sigma Delta Chi, and a member of Delta Kappa Epsilon scholastic fraternity. Also he is a Mason, Elk and Methodist. His clubs include the Rotary and Ulen Country Club in Lebanon; Columbia, Indianapolis Athletic Club in Indianapolis; National Press Club in Washington. Under his chairmanship the Ulen Country Club's annual Beefsteak Dinner has become nationally famous.

His family includes Eugene Smith Pulliam Jr., son of his first wife who died in 1917; Martha Ott Pulliam, whom he married in 1919, and their two daughters, Martha Corinne and Helen Susan. Gene Jr. is now news editor of WIRE.

Gene plays low handicap golf and spends his vacation each year fishing for muskies in Northern Wisconsin and Canada. Some day ere long he hopes to find time to write some short stories. As he sees it, his greatest individual achievement came when he beat Gene Jr. in a golf tournament. Young Mr. Pulliam, it will be remembered, is a topflight Midwest golfer and at the 1937 NAB convention in Chicago was co-winner of the BROADCASTING trophy, with Harry C. Butcher, CBS Washington vice-president. Gene Sr. did not happen to participate in that tournament.

Personal NOTES

JOHN HUTCHENS, formerly in the drama department of the *New York Times*, has been appointed radio editor of the newspaper. T. E. Kennedy, Jr., who has been acting radio editor since Orrin Dunlap joined RCA last year, will handle technical and feature material in the radio department. Assistants are Sid Lohman and Rudy W. Stewart.

MRS. C. M. JANSKY Jr., wife of the Washington consulting engineer, was elected grand president of Alpha Gamma Delta sorority at its recent convention in Asheville, N. C. She was formerly first vice-president.

LEONARD F. ERIKSON, CBS Western sales manager, with headquarters in Chicago, has been given direct supervision over sales operations in the CBS Detroit office, according to William C. Gittinger, CBS vice-president in charge of sales. Western sales manager since 1930 for CBS, Mr. Erikson was previously in the agency, magazine and newspaper fields.

B. F. McCLANCY, NBC traffic manager, on Aug. 15 is leaving NBC to accept an executive position with Eaton Mfg. Co., Cleveland. No successor has yet been named.

JANE KILBOURNE, formerly secretary to John McMillan, head of the radio department of Compton Adv., New York, has been appointed assistant to Tom Coleman, of the New York sales staff of John Blair & Company, station representative.

COMMISSIONER Paul A. Walker of the FCC is author of an article on the progress of television, appearing in the current issue of the *Sooner*, publication of the U of Oklahoma alumni.

WILLIAM B. WAY, vice-president and general manager of KVOO, Tulsa, has been appointed secretary-manager of the Tulsa State Fair.

JOE BIER, announcer of WOR, New York, for over a decade, has been named farm director of the station. He has announced WOR's *Farmer's Digest* for the last several years and in addition has handled the *Man on the Farm* feature.

KATE SMITH, who conducts her own program on CBS for General Foods Corp., New York, on July 23 received a citation on behalf of the Treasury Dept. awarded to her by Secretary of the Treasury Henry C. Morgenthau, Jr., "for distinguished patriotic services rendered for national defense."

CHARLES FOLL, formerly of KFRC, San Francisco, has been appointed KMO, Tacoma, program director, succeeding Dick Ross, who resigned to accept a Chicago position. Billie Barnes, formerly in dramatic work, has joined the station as women's program director, while Raoul Ericksen, new to radio, has been made summer relief announcer.

ARTHUR SATHERLEY, New York executive of Columbia Recording Corp., is in Hollywood to supervise cutting of a recording series featuring noted artists.

HENRY JACKSON, western manager of CBS Radio Sales, Chicago, on July 19 married Mary Brooks, of New York.

BRIAN G. SHELLON, manager of CJKL, Kirkland Lake, Ont., a lieutenant, has joined his regiment on active service. He has managed CJKL for seven years.

HAL HUDSON, CBS Pacific Coast commercial program manager, has sold an original film story, "That Certain Woman", to Republic Productions.

HAAN J. TYLER, sales manager of KSFO, San Francisco, left July 18 for a trip to radio agencies in New York and Chicago. He spent the July 20 week in the latter city, and was to headquarter at the Edward Petry & Co. offices in New York the week of July 27, returning Aug. 5.

WAYNE STEFFNER, salesman of KSFO, San Francisco, on Aug. 1 is to join the sales staff of CBS in San Francisco. Before joining KSFO 18 months ago, Steffner was time and space buyer for McCann-Erickson in San Francisco.

ED DUTY, formerly chief engineer of KHUB, Watsonville, Cal., has been promoted to assistant manager, in charge of both production and technical operation.

STUART STAXDISH, new to radio, has joined the sales staff of WSOC, Charlotte, N. C., replacing Vera McCorquodale, resigned.

FDR Selects Ethridge To Head Racial Probe

MARK ETHRIDGE, former president of the NAB and at present vice-president and general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, has been appointed by President Roosevelt as chairman of a committee to investigate complaints of discrimination against Negroes seeking work in defense industries and with the Government. David Sarnoff, RCA president, is a member of the committee, which also includes William Green, AFL president; Philip Murray, CIO president; Milton P. Webster, vice-president of the Brotherhood of Sleeping Car Porters, and Earl B. Dickerson, an attorney. The latter two are Negroes.

Serving without pay, the committee will investigate complaints growing out of allegations of discrimination which led President Roosevelt to issue an Executive Order last month reaffirming the policy of the Government against discrimination against any workers in defense or Government because of race, creed, color or national origin.

BEHIND the MIKE

ELMER H. DRESSMAN, director of publicity and continuity at WCKY, Cincinnati, has been appointed chairman of the Public Information Committee, Disaster Service, Kenton County (Ky.) Chapter, American Red Cross. He has also been named a member of the publicity committee of the local Surplus Foods Committee.

BOB FLEMING, announcer of WELI, New Haven, has enlisted in the Army Tank Corps for a three-year period. Philip L. Buxbaum Jr., WELI sports editor, and Charlotte Beckley, of Jacksonville, Fla., have announced their engagement.

EARL HARPER, sportscaster of WAAT, Jersey City, on July 25 received the *Sporting News* award as the most popular announcer in the International League.

PAUL NORRIS, traffic manager of WSOC, Charlotte, N. C., and president of the Camera Club of Charlotte, has been signed by B & H Photo Co., of Charlotte, to write and produce a weekly program on photographic technique.

CLIFF CARPENTER, actor on the CBS *Woman of Courage* program, sponsored by Colgate-Palmolive-Peet Co., Jersey City, and Pauline Masterman of the CBS sales department, were married July 26.

WALTER ARNOLD, formerly of KFOX, Long Beach, Cal., has joined KMPC, Beverly Hills, Cal., as announcer.

MAX BICE, KMO, Tacoma, announcer, and Margaret Jane Burrus, of Olympia, Wash., were married recently.

SELLING MANY GIRDLES IN BROAD BOTTOM (Ky.)?

Don't give it a thought if your sales in Broad Bottom (Ky.) are slightly *un*-sensational. The simple truth is that Broad Bottom's purchasing power ain't sitting so pretty! To do *big* business in Kentucky you need the *big* Louisville Trading Area. This Area buys *twice as much* as the rest of Kentucky *combined!* . . . And it's wholly accessible with WAVE, alone—the *only* NBC Basic Red Network Station within 100 miles! Send for the whole story!

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Meet the LADIES

MARJORIE COONEY

STARTING her radio career at WSM, Nashville, eight years ago with a piano-patter-singing act, Marjorie Cooney is known to her audience as "Ann Ford" and her featured program is *A Woman Looks at the News*, a five-day-a-week newscast that has been sponsored for the three years that Marjorie has been at the helm. She holds a card in the local musicians union and is featured with the staff bands on several shows. At one time she held the distinction of being a full-fledged announcer for a whole year over W4XA, WSM's ultra high-frequency experimental station. This diversified 5 ft. 5½ in. of red-headed vim, vigor and vitality, in addition, holds regular talent auditions, has written commercial continuity, has conducted surveys, delves into research for WSM's educational programs, and at one time conducted a woman-on-the-street program.

JAMES McCULLA, announcer of WHO, Des Moines, is convalescing after an emergency appendectomy in mid-July.

DON HOPKINS, formerly farm manager of WSOY, Decatur, Ill., has joined the announcing staff of WKMO, Kokomo, Ind., replacing Warren Williamson.

NEIL SEARLES, former announcer in Detroit, has joined the announcing staff of WLW, Cincinnati, replacing Bill Frost, now at Camp Lee, Va.

GANUS SCARBOROUGH, formerly of WSAV, Savannah, and WJHP, Jacksonville, has returned to WSAV as program director.

GEORGE HINDS, of the guest relations staff of KOA, Denver, recently married Helen Donavan. He will move to Delta, Col., in September to fill a teaching post.

BOB DWANS, producer of KGO-KPO, San Francisco, is the father of a baby girl born July 15.

RUPE WERLING, promotion manager of WIBG, Glenside, Pa., has been appointed to the Cheltenham Township Defense Council.

PAUL H. GIROUX, music director of KTAR, Phoenix, and Miss Mary Evans, will be married Aug. 9 in Phoenix.

RALPH NIMMONS, program director of WFAA and KGKO, Dallas, has been promoted to first lieutenant in Co. B, 29th Battalion, of the Texas Defense Guard.

DAVE RUSSELL has been transferred from the announcing staff of WFAA-KGKO, Dallas, to head a new department for the development of program ideas.

GEORGE COPPEDGE, formerly of WMFR, High Point, N. C., and Mervin Platt, of New York, have joined the announcing staff of WAIR, Winston-Salem, N. C.

WESLEY HAINES, cowboy singer of WHBF, Rock Island, Ill., is the father of a baby girl, born recently.

HERB LATEAU has been promoted to chief announcer of KVOO, Tulsa, Okla., succeeding Lou Kemper who has become vocalist and announcer with Bob Wills and his Texas Playboys. The Playboys are in Hollywood for the filming of "Go West, Young Lady" by Republic Studios.

MARJORIE MILLS, newscaster of WNAC, Boston, and the Yankee-Colonial network, was recently tendered a silver anniversary party at the Hotel Statler, commemorating 25 years of newspaper and radio work.

USING THE AIR to sell fishing equipment, Wright & McGill, Denver, largest manufacturers of fish hooks and flies in the nation, sign for continuance of its *Fishing Dope* broadcast over KLZ, Denver. S. N. Wright of the firm signs the contract while his business associate, Drew McGill, looks on. Standing in the rear (left) is John Flautt of the MacGruder Agency, handling the account, and KLZ sales representative Jim McEldowney.

GENE HAMILTON, NBC announcer for Adam Hat Stores, and "Dr. Gino Hamilton" on the NBC-Blue *Chamber Music Society of Lower Basin Street* programs, has been shifted to the NBC production staff under Wilfred S. Roberts, NBC production director. Jack McCarthy will be m.c.-announcer on the *Basin Street* show. Also promoted on the announcing staff is Dick Dudley, now a senior NBC announcer as well as assistant producer of the *Whose Blue!* program, now off the air until this fall.

JIM HARKINS, right-hand man to the radio comedian, Fred Allen, and known as "Uncle Jim" on Allen's programs, is serving on the CBS television program staff as special assistant to Ruth Norman, CBS television casting director. Well-known in vaudeville and radio, Mr. Harkins will check actors and actresses for the suitability on television programs and act as m.c. at television auditions.

RALPH BURGIN, announcer of WPTF, Raleigh, N. C., has been appointed by Gov. J. M. Broughton as a committee member of the campaign organization of Old North State Fund, a licensed chapter of British-American Ambulance Corps.

JERRY LANSING, formerly of WTRY, Troy, N. Y., has become program director of WMAS, Springfield, Mass.

CHARLES BALTIN, naturalization director and announcer of WHOM, Jersey City on Aug. 10 is to marry Evelyn G. Hoffman of New Brunswick, N. J.

PETE DE LIMA, formerly radio manager of Everett N. Crosby Ltd., Hollywood talent agency, has joined KFI-KECA, Los Angeles, as writer.

DANIEL SUTTER, former Chicago radio actor, has joined NBC as a producer and director. Also new on the NBC production staff is Ed King, Yale graduate.

JACK NEGLEY, announcer of WINS, New York, has been assigned the lead role in a motion picture to be made by Nash Motors to show salesmen and dealers how to sell service on Nash cars.

PAUL PHILLIPS, formerly a script-writer for CBS, has joined the NBC script staff and is working on programs for fall production.

IRVING REIS, former Hollywood radio producer-writer, under his new RKO Radio Pictures director contract, has been assigned to direct "A Date With the Falcon".

PHIL FRANKENBERGER, assistant in the publicity department, has been named publicity head of WPEN, Philadelphia, replacing Ira Walsh, who becomes special events director.

ED ALLEN, announcer of WFBG, Altoona, Pa., has joined the announcing staff of WIBG, Glenside, Pa.

JOHN A. GUINAN, announcer of WCAU, Philadelphia, disclosed this week that he had married Jean Carroll in Scranton, Pa., last Jan. 9, while an announcer of WGBI in that city.

GENE KERN, production director of WPEN, Philadelphia, takes leave of absence, starting Aug. 1 to join a summer theatre company at Newport, R. I.

EARL WENNERGREN of CBS Hollywood publicity department, has been hospitalized with influenza.

MYRON DUTTON and Michael Raffetto, NBC Hollywood, are handling summer production of *One Man's Family*, sponsored by Standard Brands, during absence of Carlton E. Morse, author of the series.

DEE McCULLOUGH, formerly a radio instructor at the University of Utah, Salt Lake City, has joined KTFI, Twin Falls, Id., as operator-announcer.

BILLY ARTZT, Hollywood musical director of the weekly CBS *Blondie* program, sponsored by R. J. Reynolds Tobacco Co., (Camel cigarettes), has been contracted for a similar assignment on the CBS *Bob Burns Show*, starting in September. Sponsor is Campbell Soup Co.

BILL HAMPTON and George Duning, Hollywood lyric writer and music arranger, respectively, on the NBC *Kay Kyser's College of Musical Knowledge*, sponsored by American Tobacco Co., have formed their own publishing firm, Beverly Music Co., headquartered at 6425 Hollywood Blvd. Their first number, *The Old Looking Glass*, is being released through BMI.

WARREN CHAMPLIN, at one time with KXOK, St. Louis, and recently at WKRC, Cincinnati, has returned to KXOK as announcer. Harry K. Renfro has been named KXOK news editor and publicity director. Bob Seat has been named promotional manager.

DORIS GILBERT, Hollywood writer, left for New York where she will work on a radio version of *Gone With the Wind* for fall sponsorship.

GROVER COBB Jr., formerly of KSAL, Salina, Kans., has joined the announcing staff of WLVA, Lynchburg, Va.

DOUG EDWARDS, newscaster of WSB, Atlanta, is the father of a baby girl born July 16.

LEE McARTHUR, formerly of WSGN, Birmingham, recently added to the staff of KIEV, Glendale, Cal., has been elevated to program director. He succeeds Wallace McLain, resigned. Gene Holce, formerly of KELA, Centralia, Wash., has been added to KIEV as announcer, with Fred Gwyn returning to the station after several months absence.

NATHAN FLEISCHER, foreign-language news analyst of WDAS, Philadelphia, recuperating from a serious illness, will continue his nightly broadcasts, starting July 28, from the Breakers Hotel, Atlantic City. Frank Unterberger, WDAS chief engineer, locates in Atlantic City at the same time to handle the remote broadcasts.

EARL A. EBI, director of NBC Chicago, has resigned to return to motion pictures as a free lance actor.

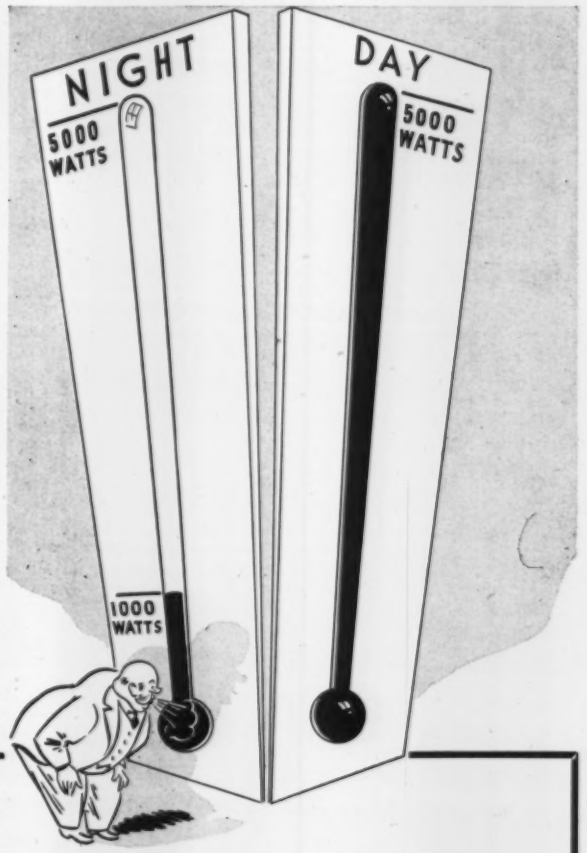
"Reports from salesmen indicate our announcements not only create demand but also bring the housewife back for repeat purchases."

50,000 WATTS
NBC
RED NETWORK
DENVER
KOA
REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Won't be long now... before KFYR goes 5000 watts day and night

•

Just another step in our continued efforts to serve our clients better.



More than ever

The regional station with the clear channel coverage

NBC Affiliate

KFYR

550 Kilocycles

Meyer Broadcasting Company

Bismarck, N. Dakota

Ask any John Blair man

TODAY

is the time to get up to the minute

INFORMATION

on this

MAJOR MARKET

Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.

WLAW

5000 WATTS • 680 KC.

COLUMBIA AFFILIATE

National Representatives

THE KATZ AGENCY, Inc.

AGENCY Appointments

COMMERCIAL SOLVENTS Corp., Philadelphia (anti-freeze), to Gray & Rogers, Philadelphia, for its anti-freeze division.

NORTH BROS. MFG. Co., Philadelphia (Yankee household tools), to Gray & Rogers, Philadelphia.

SIX O'CLOCK Co., Norristown, Pa., (tapioca and ginger bread mix), to Norman S. S. MacAfee, Philadelphia.

BROWNING KING & Co., Philadelphia (men's clothing), to I. A. Goldman & Co., Baltimore. H. N. Goldberg, of the agency's Philadelphia office, is handling the account. Media to be used in the Philadelphia area include radio, newspapers and direct mail.

VITAMIN Co. of America, Los Angeles (vitamins), to Farnon Jay Moss Adv. Agency, Hollywood. Contemplates use of radio in fall.

MacMILLAN PETROLEUM Corp., Los Angeles (Ring-Free motor oil), to Roy S. Durstine Inc., N. Y.

BRAU BREWING Corp., Fort Wayne, to Suedhoff & Co., Fort Wayne.

STOMAR PRODUCTS, Kansas City, to I. B. Wasson Adv. Agency, Kansas City.

CONSUMER'S SUPPLY Co., Des Moines (auto supply distributors), to Cary-Ainsworth, Des Moines.

RUM & MAPLE TOBACCO Corp., New York, to Raymond Spector Co., that city. Radio being considered.

Malto-Meal Returning

CAMPBELL CEREAL Co., Minneapolis (Malto-Meal), is preparing a schedule of announcements varying in length to be placed on about 50 stations starting in October. Agency is H. W. Kastor & Sons, Chicago.

THE COLUMBIA CLAN over-ran KIRO, CBS affiliate in Seattle, when the station recently entered the 50,000-watt class. Surrounding H. J. (Tubby) Quilliam, KIRO manager (front, center) are Herbert V. Akerberg (left, front), CBS station relations vice-president, and Donald W. Thornburgh (right, front), Pacific Coast vice-president. In back row are Fox Case, CBS Pacific special events director; W. B. Lodge, CBS chief audio engineer; J. G. Gude, station relations manager.

Liberal Benny

JACK BENNY, radio comedian now on vacation from his NBC program for General Foods Corp., New York, may kid himself on his programs about being tight with his money, but you can't convince Clay Morgan, assistant to the president of NBC, that Benny really is "Scotch". Mr. Morgan just received a diamond-studded watch from Benny as thanks for his work in arranging the party last May given for Benny in honor of his ten years in radio.

Court Upholds FTC

DECISIONS affirming two Federal Trade Commission orders have been handed down by the U. S. Circuit Court of Apeals, Philadelphia. One ruling upholds an order which had been appealed by Pep Boys—Manny, Moe & Jack Inc., Philadelphia. The firm had been ordered to cease use of the word "Remington" on radio apparatus. The FTC has ordered Howard S. Weaver, trading as Weaver Real Estate Appraisal Training Service, Kansas City, to cease certain claims about home study courses in real estate appraisal. Another order directs Hy-Phen Corp., Matoaka, W. Va., successor to Bradley's Laboratory Inc., to cease certain claims for Hy-Phen remedy.

Souvaine Expanding

HARRY HOFF, formerly of Trans-american and General Amusement, has been named associate producer of Henry Souvaine Inc., New York, coincident with that program production firm's contemplated expansion. He will concentrate on daytime dramatic shows. Associated with Mr. Hoff will be John M. Young, author of among others *The Second Mrs. Burton*, and Irving Vendig, author of the Folger Coffee program, *Judy & Jane*.

Souvaine is planning several new shows for the coming fall. Among those now produced are *Bringing Up Father*, *Listen America* and *Mandrake the Magician*, as well as the fall broadcasts of the Metropolitan Opera series sponsored by the Texas Co.

Mabel Flanley to AFA

MABEL G. FLANLEY, eastern director of Consumer Relations, Borden Co., New York, has been elected a vice-president of the Advertising Federation of America and chairman of its Council on Women's Advertising Clubs, following her resignation as Federation secretary. Miss Flanley is succeeded by Clara H. Zillessen, advertising manager of Philadelphia Electric Co., Philadelphia.

Maxon Agency's Building

MAXON Inc. has virtually doubled its physical capacity in Detroit, with the opening of a separate new building two doors east of its present location at 2761 East Jefferson Ave., which will continue to be its headquarters. The new building will provide for expansion of the Maxon research and merchandising division. The enlarged research facilities will serve not only the Detroit office, but the branches in Chicago, New York and Bridgeport, Conn., as well as the Maxon field force.

RICHARD and BARBARA STEVENSON, husband and wife writing team, have joined the J. Walter Thompson Co. Hollywood staff to work on scripts of the weekly CBS *Melody Ranch*, sponsored by Wm. Wrigley Jr. Co., (chewing gum). They are working under direction of Brad Browne, producer. Mrs. Stevenson was formerly assistant to Fran Striker, author of *The Lone Ranger*.

INSPIRATION COMES NOT FROM A LANGUAGE . . . BUT FROM THE THOUGHT EXPRESSED

★

The right to speak and to hear your own sacred native language in this, the land of freedom and democracy is the hallowed privilege of the mighty army of foreign peoples who have bravely made America their home.

The languages differ but the song in their hearts is the same. They stand strongly united behind this country's symbolic flag in reverent defense of American Freedom and American Ideals.

★

THESE 5,000,000 PEOPLE ARE WELL WORTHY
THEY BUY THE ECONOMICAL PRODUCTS OF AMERICA

WHOM

1480 KILOCYCLES

FULL TIME OPERATION

29 WEST 57TH ST., NEW YORK

Telephone Plaza 3-4204

JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

WDRC

CONNECTICUT'S PIONEER BROADCASTER

GOOD STRATEGY

Good strategy this Fall calls for doing a big job in the booming Hartford Market — and on Hartford's No. 1 Test Station. The country's leading advertisers are proving the point — by using WDRC more than ever before!

Basic CBS for Connecticut

Agencies

WALTER GORMAN, formerly of the production department of WEAN, Providence, has joined Compton Adv., New York, as program supervisor. He succeeds George Brengle, who resigned to attend courses at Columbia U in preparation for call to active service in the Navy, in which he is a reserve officer.

EILEEN THORNE, formerly of the copy department of BBDO, New York, has been transferred to the publicity department.

WAYNE TISS, Minneapolis radio director of BBDO, is in Hollywood conferring with agency executives on fall radio plans.

THOMAS DAVID LUCKENBILL, account representative of J. Walter Thompson, New York, and former head talent buyer of that office, on July 13 became the father of a daughter, Mary Louise.

WILLIAM SCHNEIDER, of Donahue & Coe, New York, is currently in Hollywood lining up advertising campaigns for the Walter Wanger film, "Sundown", as well as "The Little Foxes", being produced by Samuel Goldwyn.

FRANK HEALEY, radio manager of Frank Stempel Agency, Hollywood talent service, has reported for Army Air Corps duty at Moffett Field, as first lieutenant.

HENRY K. WAMPOLE & Co. Ltd., Perth, Ont. (proprietary) starts this autumn a series of dramatized spot announcements on 32 Canadian stations. Account is placed by J. J. Gibbons Ltd., Montreal.

T. L. STROMBERGER, formerly assistant director of public relations and advertising of Union Oil Co., Los Angeles, was recently appointed advertising manager. Robert L. Philippi, continues as director of public relations and advertising.

PHILLIP B. HINERFELD, advertising manager of Postal Telegraph, while retaining his position with that firm, has joined the Biow Co., New York, as an account executive to handle various transportation accounts. He will divide his time between the two positions.

SMITH & BULL Adv., Los Angeles, has moved to new quarters at 4354 W. Third St. Telephone is Stanley 71613. Staff includes Dick Smith and Frank Bull, co-partners; John Cohan, George Irwin, Archie Hall, Peter Potter, account executives and special announcers; Jeanette Roach, office manager, Jack Lawson, publicity director.

McAvity Resigns

THOMAS A. McAVITY, vice-president in charge of radio for Lord & Thomas, New York, has resigned, effective July 18.

Mr. McAvity

Mr. McAvity joined Lord & Thomas October 1932 and for many years was director of radio for the agency's New York office. In 1937 he opened a Hollywood office for Lord & Thomas and managed it until January of this year. He was elected vice-president in October 1940 and for the past six months has headquartered in New York. He is leaving shortly on a several-week vacation after which he will announce future plans. Carl Stanton, in charge of the Lucky Strike account for Lord & Thomas, is in temporary charge of the department.

WILLIAM B. SMITH, formerly of H. W. Kastor & Sons, Chicago, and previously of Procter & Gamble Co., Cincinnati, has joined Brown & Thomas, New York, as an account executive.

BENSON INGE, formerly radio publicity director of Benton & Bowles, New York, has been appointed head of radio publicity of Ted Bates Inc., that city.

M. ST. JOHN-BRENON, formerly of Maxon Inc. and Ruthrauff & Ryan, New York, has joined Roy S. Durstine Inc., New York, as a creative executive. Also joining the agency recently is Warburton C. Webb, formerly of *The Sportsman* and Palmer & Co., New York.

EDWARD R. HALPERIN, formerly of BBDO, Chicago, recently joined Essig Co., Los Angeles, as account executive. He will head the radio department.

RALPH C. CAPLES, president of Caples Co., New York, on his annual visit to branch offices, was in Los Angeles during mid-July for conferences with A. M. Caron and Leo Meehan, production and radio manager, respectively.

JOSEPH A. SILL of Brisacher, Davis & Staff, Los Angeles, has been called to Army duty as first lieutenant in the Field Artillery.

MILTON STARK of Ward Wheelock Co., New York, production staff, after more than 18 months absence, has returned to Hollywood with plans to reestablish himself in West Coast radio.

AN IDEA FILE has been issued by Dickson & Ford, Toronto advertising agency and program producers, listing a number of program ideas.

Announcer Wanted

Announcer wanted by Eastern network staton in large city. Must be between 26-36 not subject to draft. Must be a college graduate with not less than three years' experience with an NBC or CBS outlet. Send complete information concerning training and experience including photograph also transcription of your voice and referances of former employers. Earning possibilities excellent but man selected must meet above qualifications. Box 741, BROADCASTING.

FM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC

When you See this . . .

. . . Only then You'll See a Lower Cost than WTAM'S

.000073 CENTS per FAMILY

That's the lowest quotation per family in the Cleveland Market. WTAM, with its Primary Coverage Area of over a million and a quarter families, not only reaches more families but costs less per family.

Compare WTAM on this basis: Divide the 15 minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. WTAM has the minimum cost. But don't stop there. Go a step farther.

Take a Survey . . any Survey and look at the number of actual listeners each station has, all day, all night, all week. WTAM leads again. More listeners. More regular listeners. The "lowest-cost-per-ear" station in Cleveland.

That's why WTAM is the first choice of smart network, spot and local time buyers . . . coast to coast.

WTAM
CLEVELAND-OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Washington Apricots, Seattle, 6 *sa* weekly, thru Pacific National Adv. Agency, Seattle.
Garden City Publishing Co., New York (business books), 50 *t*, thru Huber Hoge & Sons, N. Y.
Compagnie Parisenne, San Antonio (perfume), 6 *ta* weekly, thru Northwest Radio Adv. Co., Seattle.
Armand Co., Des Moines (shaving cream), 100 *ta*, thru Ivan Hill Adv., Chicago.
Pfaff Baking Co., Fort Dodge, Ia., 39 *sp*, thru Wallace Adv. Agency, Des Moines.
Marlin Firearms Co., New Haven (razor blades), 6 *sa* thru Craven & Hedrick, N. Y.
Beaumont Labs., St. Louis (4-Way tablets), 60 *sp*, thru H. W. Kastor & Sons, Chicago.
Iowa Ford Dealers Adv. Fund, Des Moines, weekly *sp* (football), thru McCann-Erickson, Chicago.
Van Camp Food Products Co., Indianapolis (food), 104 *ta*, thru Calkins & Holden, N. Y.
Funk Brothers Seed Co., Bloomington, Ill., 18 *sp*, thru E. H. Brown Adv. Agency, Chicago.

WOR, New York

Washburn Wilson Seed Co., Moscow, Id. (peas), weekly *sp*, thru H. B. LeQuatte Inc., N. Y.
Penick & Ford, New York (My-T-Fine desserts), *sp*, 2 *sa* weekly, thru BBDO, N. Y.
Quaker Oats Co., Chicago (Ful-O-Pep feeds), weekly *sp*, thru Sherman & Marquette, Chicago.
Duffy-Mott Co., New York (apple juice), weekly *sp*, thru Al Paul Lefton, Philadelphia.
Joseph Martinson & Co., New York (coffee) 6 *sp* weekly, 52 weeks, thru Neff-Rogow, N. Y.
Zonite Products Corp., New York toothpaste), 2 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Duffy-Mott Co., New York (apple juice), weekly *sp*, thru Al Paul Lefton, Philadelphia.
Alfred W. McCann Labs., New York (food products), 5 *sp* weekly, direct.

KNX, Hollywood

Beckman Fur Stores, Los Angeles (retail), weekly *sp*, thru Glasser-Gailey & Co., Los Angeles.
Haas Baruch & Co., Los Angeles (Iris coffee, tea), 35 *sa* weekly, thru Robert Smith Adv. Agency, Los Angeles.
Lamont, Corliss & Co., New York (Nestle's chocolate), 6 *sp* weekly, thru Cecil & Presbrey, N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 6 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 30 *ta* weekly, thru Young & Rubicam, N. Y.
Sunnyvale Packing Co., San Francisco (Rancho soup), 7 *sp* weekly, thru Lord & Thomas, San Francisco.

WNEW, New York

U. S. Rubber Co., New York, weekly *sp*, 26 weeks, thru Scheer Adv. Corp., Newark.
Prudence Foods Inc., Boston (Corned Beef Hash), 3 *sp* weekly, 52 weeks, thru Chambers & Wiswell, Boston.

WBLK, Clarksburg, W. Va.

Gunther Brewing Co., Baltimore, 13 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
American Chicle Co., Long Island City (Dentyne), 6 *ta* weekly, thru Badger, Browning & Hersey, N. Y.

KFSD, San Diego, Cal.

Kay Jewelry Co., Long Beach, Cal. (chain store), 36 *sa* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.

KWKH, Shreveport

American Chicle Co., Long Island City, *sa* series, thru Badger, Browning & Hersey, N. Y.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), *sa* series, 13 weeks, thru BBDO, N. Y.
Continental Baking Co., New York, *ta* series, thru Ted Bates Inc., N. Y.
Faultless Starch Co., Kansas City, *ta* series, thru Ferry-Hanly Co., Kansas City.
General Mills, Minneapolis, *t* series, thru Knox Reeves Adv., Minneapolis.
Goodyear Tire & Rubber Co., Akron, *sa* series, thru N. W. Ayers & Son, N. Y.
Knox Gelatine Co., Johnstown, N. Y., 2 *sa*, thru Leighton & Nelson, Schenectady.
Peter Paul Inc., Naugatuck, Conn. (candy), *sp* series, thru Platt-Forbes, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 5 *t* weekly, *sa* series, thru Compton Adv., N. Y.
Studebaker Corp., South Bend, *sp* series, thru Roche, Williams & Cunnyngham, Chicago.
Skinner Mfg. Co., Omaha, *sa* series, thru Ferry-Hanly Co., Kansas City.

KFRC, San Francisco

Standard Beverages, San Francisco (soft drinks), 3 *sa* weekly, thru Emil Reinhardt, Oakland, Cal.
Langendorf United Bakeries, San Francisco, 4 *sa* weekly, thru Leo Livingston, San Francisco.
Southern Pacific Co., San Francisco (transportation), 10 *ta* weekly, thru Lord & Thomas, San Francisco.
E. Raymond Shane, Sacramento, Cal., (chiropractor), 3 partic. weekly, thru Ewing C. Kelly, San Francisco.
Pacific Brewing & Malting Co., San Francisco, 2 *sa* weekly, thru Brewer-Weeks Co., San Francisco.
Sunnyvale Packing Co., San Francisco (Rancho soups), 2 *sa* weekly, thru Lord & Thomas, San Francisco.

KTBS, Shreveport

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), *sa* series, thru BBDO, N. Y.
Continental Oil Co., Ponca City, Okla. (Conoco), 52 *ta*, thru Ted Bates Inc., N. Y.
Gulf Oil Corp., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.
Goodyear Tire & Rubber Co., Akron, 7 *sa*, thru N. W. Ayer & Son, N. Y.
Jaques Mfg. Co., Chicago (KC baking powder), *sa* series, direct.
Procter & Gamble Co., Cincinnati (Duz), *ta* series, thru Compton Adv., N. Y.
Plough Inc., Memphis (Mexican Heat Powder), *sa* series, thru Lake-Spiro-Shurman, Memphis.

WHK-WCLE, Cleveland

Bosco Co., New York (milk amplifier) 3 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 260 *ta*, thru Joseph Katz Co., Baltimore.
Manhattan Soap Co., New York, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 3 *sa* weekly, thru Sherman & Marquette, Chicago.
Gardner Nurseries, Osage, Ia., daily *t*, thru Northwest Radio Adv. Co., Seattle.

Plugs With Sparks

WLW, Cincinnati, points with pride as it tells this one. Western Auto Supply, Kansas City, two weeks ago decided to conduct a test of WLW's selling power. Starting July 12 and continuing for four straight Saturdays, Western Auto was to highlight spark plugs on the weekly *Boone County Jamboree*. Second Saturday of the test, Ralph McGrew, Western Auto District manager at Cincinnati, called William Robinson, WLW sales representative, and told him to cancel the spark plug copy—Western's stores in the station's area had sold out of spark plugs.

WEEI, Boston

Ward Baking Co., New York (bread), 20 *sa*, thru Sherman K. Ellis & Co., N. Y.
Peter Paul Inc., Naugatuck, Conn. (confections), 3 *sp* weekly, thru Platt-Forbes, N. Y.
Mass. Dept. of Agriculture, Boston (produce), *sa* series, thru Badger & Browning, Boston.
Webster Thomas Co., Boston (Matchless canned food), *sa* series, thru Chambers & Wiswell, Boston.
John E. Cain Co., Cambridge (condiments), *sa* series, thru Chambers & Wiswell, Boston.

KSRO, Santa Rosa, Cal.

Morton Salt Co., Chicago, 15 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
Dr. J. C. Campbell, San Francisco (chain dental system), 14 *sa* weekly, thru Monroe Adv. Agency, San Francisco.
General Electric Co., Santa Rosa, Cal. (refrigerators) 5 *sa* weekly, direct.
Pittsburgh Paint Co., Santa Rosa, Cal. (paint), 7 *sa* weekly, direct.
Petri Cigar Co., San Francisco, 6 *sa* weekly, direct.

WBBM, Chicago

Burlington Trailways, Chicago (bus travel), 3 *sp* weekly, thru Reincke, Ellis, Younggreen & Finn, Chicago.
John Morrell Co., Ottumwa, Ia. (Red Heart dog food), 3 *sp* weekly, 52 weeks, thru Henri, Hurst & McDonald, Chicago.
Beatrice Creamery Co., Chicago (Chox and Beatrice Salad Dressing), 3 *sp* weekly, thru Lord & Thomas, Chicago.

KFI, Los Angeles

Douglas Oil & Refining Co., Los Angeles (gasoline, oil), 6 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Adohr Milk Farms, Los Angeles (dairy products), 3 *sp* weekly, thru Lord & Thomas, Los Angeles.

WELL!- DON'T JUST SIT THERE!- GO OUT AN' FIND ME NEW MARKETS FOR MY PRODUCTS!!- I WANTA EXPAND!
TOP NOTCH & ACE ADVERTISING AGENCY
ADVERTISER
AD. AGENT

Leon Henderson Urges Bakers to Cut Costs by Curtailing Advertising

LEON HENDERSON, administrator of the Office of Price Administration & Civilian Supply, recommended last week that bakers offset higher ingredient costs and avoid a possible price increase of bread by reducing operating costs, including advertising.

In a letter to the bakers, Mr. Henderson said that because of higher costs his organization understood the need for some adjustment in the price of bread. "However, it is our feeling," Mr. Henderson wrote, "that for the most part these adjustments should not take the form of price increases. The national emergency requires first that every effort be made to reduce operating costs. Conferences with members of the industry, for example, have indicated that savings could be made by reducing the percentage of stale returns, by using less expensive wrappers, and by cutting advertising expenses."

Mr. Henderson said OPACS had learned that ingredient costs in the baking industry had increased about a half-cent per pound loaf, as a rough estimate, for the nation. There have also been increased labor costs in some areas.

DATA ON RECORDS SUBMITTED BY NAB

STATISTICS showing that 30.9% of all broadcast time is devoted to records and transcriptions have been released by the Recording & Reproducing Standards Committee, a group organized by the NAB to establish uniform recording standards for transcription and transcription equipment firms.

Figures were a result of 182 answers to the questionnaire sent out recently to radio stations to gather information on various problems arising at stations due to lack of uniformity in recording standards. Further findings were that 57.8% of the recordings are by lateral transcription; 21.3% by vertical transcription; and 20.9% by phonograph records. Asked their preference in recordings, 76 of the 182 stations favored vertical while 67 preferred lateral recording with 16 noncommital.

Further work on the standardization will be undertaken by a subcommittee appointed by the representatives of 14 recording firms attending last month's conference in Detroit. They are: Howard Chinn, CBS; C. Luada Jr., World Broadcasting System; Robert Morris, NBC, chairman; E. T. Mottram, Bell Telephone Labs; I. P. Rodman, Columbia Recording Corp. It was decided to hold the next meeting of the main committee coinciding with the fall meeting of the Acoustical Society of America in New York, Oct. 24-25.

Win WOR Prizes

JUNE winners among staff members of WOR, New York, who received checks as prizes for suggestions on improving the station, were Robert I. Garner of the sales department, Margaret Morris of the engineering department, and Roy Collins, page boy.

Radio Advertisers

WASHBURN WILSON SEED Co., Moscow, Ida. (Washburn's Quick Cooking Peas) and Penick & Ford, New York, (My-T-Fine desserts) have bought participating time on *Dear Imogene*, woman commentator's program broadcast Tuesdays, Thursdays, and Saturdays on WOR, 9 a.m. Placed through H. B. LeQuatte Inc., the Washburn contract is for 52 weeks, beginning Aug. 5. Penick & Ford signed for 13 weeks, beginning Sept. 8, placed through BBDO. The two contracts now give *Dear Imogene* 10 participating sponsors. The others are California Fruits, Megowen Educator Biscuits, Gorton-Pew Fisheries, Blue Moon Cheese, Pure Food Factory, Ronzoni Macaroni, P. Duff & Sons, Duffy-Mott.

EVANS FUR Co., Chicago (fur retailers), has signed a 26-week contract for 4½ hours a week on WGN, Chicago. Schedule includes *Academy Awards Theatre*, Sunday half-hour transcribed dramatic program featuring Hollywood stars; Don McGibney quarter-hour news commentary six days a week; and two daily quarter-hour musical programs—*Voice of Romance* and *Twilight Serenade*. Critchfield & Co., Chicago, is agency.

CAPITAL Co., Los Angeles, subsidiary of the Bank of America, new to radio, to promote Green Valley Lake subdivision, in a brief test campaign is currently sponsoring a five weekly quarter hour early morning program, *Adventures in Living*, on KMPC, Beverly Hills, Cal. Featured is Leo Cleary in homey philosophy with music. Holden Associates, Hollywood, has the account.

OTTO ERLANGER BREWING Co., Philadelphia, has started on WFIL, Philadelphia, a six-weekly 15-minute sports periods, at 7:45 p.m. Contract is for 52 weeks. Program, handled by Al Stevens, is known as *The Erlanger Sportscaster*. Agency is J. M. Korn & Co., Philadelphia.

SUPREME BAKERY Co., Los Angeles (Town Talk bread), in a four-week campaign ending Aug. 18, is is sponsoring a five-weekly quarter-hour newscast on KECA, that city. Sidney Garfinkel Adv. Agency, Los Angeles, has the account.

INTERNATIONAL SHOE Corp., St. Louis (Conformal shoes), in a local dealer tie-in, is using 24 transcribed announcements weekly on KRKD, Los Angeles. Contract is for eight weeks, ending Aug. 21. Agency is Henri, Hurst & McDonald, Chicago.

SERVICE STATION!

CJOR's constant service to the community pays useful dividends in listener loyalty.

CJOR

Vancouver—Canada

1000 Watts 600 KC

National Representatives

J. H. McGillvra (U. S.)

H. N. Stovin (In Canada)

WHEELING STEELMAKERS program, which goes on NBC-Blue Oct. 5, was discussed at a luncheon recently given by E. R. Borroff, sales manager of the NBC-Bue Central Division. Present were (l to r) Jules Herbuveaux, NBC Central Division program manager; E. K. Hartenbower, NBC salesman on the account; J. L. Grimes, general advertising manager of the Wheeling Steel Corp., Wheeling; Mr. Boroff; Roy Scrymiger, account executive of Critchfield & Co., Chicago; Harry C. Kopf, general manager of the NBC Central Division; James L. Stirton, manager of Central Division program and talent sales.

JOSEPH TETLEY & Co., New York (tea), recently renewed for another 13-week period its *Mystery Chef* on KDKA, Pittsburgh; WEAF, New York, and KYW, Philadelphia. The program has already completed a 26-week run. Agency is Maxon Inc., New York.

ADOHR MILK FARMS, Los Angeles (dairy products), on July 16 started for 13 weeks, thrice weekly participation in *Art Baker's Notebook* on KFI, Los Angeles. Firm also sponsors a weekly musical program, *Golden Hour*, on KHJ, Hollywood. Lord & Thomas, Los Angeles, has the account.

INTERNATIONAL Ladies Garment Workers, AFL, Los Angeles, placing direct, in a two-week educational campaign ending July 31, is sponsoring daily quarter-hour talks on KMPC, Beverly Hills, Cal.

RAMIREZ FERAUD CHILE Co., Ventura, Cal. (Las Palmas Chile products), new to radio, and placing direct, is using daily spot announcements on KRKD, Los Angeles.

FRY PACKING Co., Seattle, is sponsoring a weekly sports commentary with Bud Foster on KFAR, Fairbanks, Alaska.

Williams Anniversary

J. B. WILLIAMS Co., Glastonbury, Conn., first client of WLWO, Crosley shortwave adjunct of WLW, Cincinnati, will celebrate its first year on the air in August. The program it sponsors, *El Noticiero de Buena Vecindad*, is broadcast Monday through Friday at 8:15 p.m. (CDST) and features news of interest to the Americas. The company becomes the oldest continuous shortwave advertiser on any of the North American International stations, according of WLWO. The program is written by Oscar H. Romaguera and announced by George Mayoral.

KSD in St. Louis

NBC RED NETWORK

Continues to Lead in

Star-Program "Firsts"

Despite seasonal vacation changes, KSD holds its leadership in St. Louis in listener preference programs. In the C. E. Hoover, Inc., monthly popularity ratings, KSD carried "FIRSTS" as follows:

5 of the FIRST 7

(Month of JUNE)

Were on KSD

MILLIONS for DEFENSE

Are stimulating all retail lines in the rich, responsive KSD area.

KSD for Listener Preference

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Sale of Artists' Bureau Announced by WCCO

SALE of WCCO Artists' Bureau Inc. to John Williams and Urbane Bowdin, formerly associated with the firm was announced last Monday by Earl H. Gammons, president of the bureau and manager of WCCO, Minneapolis. The new owners, to operate under the corporate name, The Artists' Bureau, will take over Aug. 1, Mr. Gammons stated.

Al Sheehan, for seven years manager of the Artists' Bureau, and his assistant, Mildred Simons, both will remain with WCCO. Mr. Sheehan has been named operations director of the station.

The new company will be located at 510 WCCO Bldg., 625 Second Ave., South. Jack Kilmartin has been retained as stage director, along with Ann Fairbanks, in charge of wardrobe. Additions to the staff are to be announced shortly, it was stated.

Duz Station Breaks

PROCTER & GAMBLE Co., Cincinnati (Duz), during the week of July 14 started a series of station breaks for that product on the following stations: KYW WTAM WGY WOWO WGL WRC. Agency is Compton Adv., New York.

BECAUSE a two-thirds vote is required to enable it to dispose of its artist bureau properties [BROADCASTING, July 14], the CBS board is urging all stockholders to mail their proxies before the special meeting of stockholders in New York Aug. 11.

Network Rules Postponed to Sept. 16

(Continued from page 18)

ments of the revised rules will be, it was pointed out, it would be impossible to amend such contracts.

In event the discussions again reach a stalemate, it is expected the networks will go to court promptly on the unsettled jurisdictional question. Litigation is likely in any event, it is thought, even if the rules are revised in livable fashion, to settle the question of jurisdiction.

Following the conferences during the week of July 14, Chairman Fly on Saturday, July 19, suddenly called a press conference to discourse on the conversations, declaring that he wanted to impart the true story, since "rumors might leak out".

Explaining that he had held three conferences during the week with network officials, he said the general spirit was good and that the conferences were of a constructive nature and that everyone "is in splendid mood". At that time, in advance of the Monday sessions, NBC and CBS officials were in anything but a favorable mood.

Mr. Fly said no decision had been reached in a definitive sense, but that they were trying to lay a basis for such modifications of the regulations as would be workable.

Discussing major points covered, Chairman Fly said he would recommend any amount of time needed under any particular rule, such as affiliation contracts and disposition of the Blue. On the question of language of contracts, he said the matter of a two-year license had been studied and it was thought this might be a stabilizing factor. The Commission will consider this when the time comes, he declared.

Confirming reports that time options had been the main topic, the Chairman said he did not know whether the conference would arrive at any figure that might be submitted to the Commission. He said that in cities having four or more stations, the Commission could be more liberal than in those where there are a limited number of stations, not enough to go around for the existing networks. Unused option time is a problem, he said, and the amount of time options should be related in some way to the time used. The rule, when finally evolved, will apply to all networks in terms of actual result, he said, with no complete blanketed-in day provided.

He said there had been no extensive discussion of the Blue, exclusivity or rate control on local business. (The latter already has been knocked out by NBC, the only network which contractually had provided for it.) Moreover, the question of stations owned by the nets could be handled individually, he said.

Tells Stations 'Sit Tight'

Asked by BROADCASTING about the dilemma of individual stations, Chairman Fly said he was telling them to "sit tight three or four days more", indicating a probable adjournment. Action came the following Monday when the agreement was reached on the Sept. 16 postponement, approved the following day by the Commission.

Following is the text of the FCC order, adopted July 22, postponing the network-monopoly rules until Sept. 16:

At a meeting of the FCC held at its offices in Washington, D. C. on the 22d day of July, 1941, the Commission having under consideration the petitions of the National Broadcasting Co. and of the Columbia Broadcasting System requesting that the Commission postpone the effective date of its order entered in Docket No. 5060 promulgating regulations applicable to radio stations engaged in chain broadcasting:

It is ordered, that the last paragraph of the said order of May 2, 1941, entered in Docket No. 5060, be, and the same is hereby, amended to read as follows:

"It is further ordered, that these regulations shall become effective immediately: *Provided*, That, with respect to existing contracts, arrangements, or understandings, or network organization station licenses, or the maintenance of more than one network by a single network organization, the effective date shall be deferred until Sept. 16, 1941: Provided further, That the effective date of Regulation 3.106 with respect to any station and of Regulation 3.107 may be extended from time to time in order to permit the orderly disposition of properties."

PERCHED ON THE 500,000 bottle caps that deluged WRBL when the Columbus, Ga., station held an auction of 12 autographed baseballs in which children under 14 were advised the Coca-Cola tops would be used for bidding, Sportscaster Jack Gibney who handled the local Redbirds' games for Coca-Cola, frantically pounds on an adding machine. Eventually his tabulations showed that one youth had brought in 49,701 caps, which won him a $25 defense saving bond.

. . . a sweet song that rings in WSAI Advertisers' ears. 'Cause the WSAI Winged Plug (that's me) is a maestro at playing the Song of Sales. Take a look at my record: 292 sponsored quarter hours in a summer week and 77.7% of them on renewals. You've got to pay-off with sales at low cost to do that, Mister, so why not let me try it for you, too.

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

for INTENSIVE COVERAGE of the SOUTH'S 7th CITY

among the 100,000 or more group for per capita effective buying income

use **KTBS**

SHREVEPORT, LA.

1000 WATTS • NBC

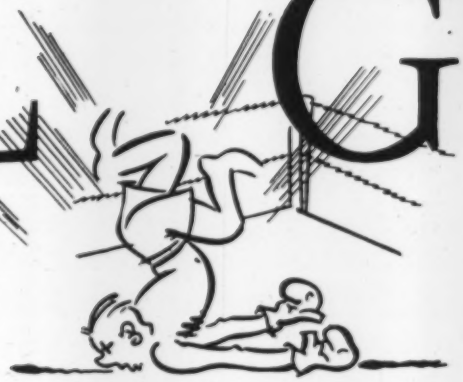
The Branham Co. — Representatives

The Pioneer Voice of Kansas

KFBI WICHITA

5000 day
1000 nite
1070 Kc.

don't be a FALL GUY*



* **FALL GUY:** *the radio station executive who says, "Let's start our promotion in the fall, when business is up." He forgets that appropriations are made, schedules set, stations selected in the heat of the summer.*

* * *

AUGUST and September spell golf, fishing and cool nights in the mountains to a lot of fellows. But to the boys on Boul Mich and Park Avenue (the advertising fraternity, we mean) they're just double doses of hard work. It's no secret that when the thermometer's at a new high, the schedule makers and media selectors are putting in their best licks. That's when they eat, sleep and dream fall and winter schedules. That's when your station is really on the spot.

Sales Management's survey of AAAA agencies revealed that the three summer months are the second most important quarter of the year for the preparation of advertising campaigns.

It goes without saying, now's the time to get in your best licks.†

---

† How? Tell your story through BROADCASTING . . . the 100%-radio magazine. BROADCASTING's 9500 circulation blankets national and regional radio advertisers and their advertising agencies. BROADCASTING is the dominant 1st with advertisers and agencies (write for 5 surveys).

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Studio Notes

THE TWO 400-foot Blaw-Knox towers of the new 50 kw. plant of WHN, New York, are already up, and the copper ground system practically completed, according to Bertram Lebhar, sales director, who reports construction well ahead of schedule and states that WHN will definitely be on the air from its new plant in October. The 14-room transmitter building, which will house the Western Electric transmitter, is also in its latter stages of construction.

WCAU, Philadelphia, has issued Rate Card No. 21, effective Spet. 1, which carries no increases in the basic rates for time or in the rebate structure but which details the *Orth Bell* and *Laura May Stuart* participation programs, announcement participation periods and news service availabilities. Also included is a section devoted to engineering facilities, describing the station's new transmitter and other technical equipment.

KANS, Wichita, carried a relay broadcast from the squadron leader of the 127th Observation Squadron as the flight soared over the city with Lt. Col. Jasper K. McDuffey and Maj. Paul N. Flannery describing through the ship's radio to the KANS ground crew on the field below the vulnerable points in the city's defense against air raids.

WJSV, Washington, carried the *Labor News Review* for its 365th consecutive weekly broadcast July 26. The program, now in its eighth year without missing a regular weekly broadcast, is conducted by Albert N. Dennis and is devoted to an impartial reporting of labor news in and around Washington.

Outside Studio

WGN, Chicago, has erected amplifiers in the Nathan Hale Court outside the main studio building. Several hundred benches and chairs will be set up for persons who wish to listen to WGN programs outdoors.

ONE OF THE nation's foremost cowboy bands, Al Clauser and His Oklahoma Outlaws, has been signed by WHBF, Rock Island, and will be heard twice daily over that station, as well as originate two programs a week to MBS.

KMO, Tacoma, on Aug. 24 marks its 15th anniversary with a staff yacht cruise and picnic. Two days later station will inaugurate operation of its 5,000-watt transmitter.

KFBI, Wichita, has started a new series of station breaks. The new tag line goes, "KFI, Wichita, the Air Capital of the Nation. Keep 'em Flying."

NBC Signs Magidoff

ROBERT MAGIDOFF, American newsman in Russia, has been appointed Moscow correspondent of NBC. Mr. Magidoff has had six years of newsgathering experience in the Soviet Union. He will be heard on the NBC-Red *News of the World* and other NBC overseas programs, succeeding Herman Habicht, who is returning to America.

BESIDE THE PLANE that carried him to London is Raymond Gram Swing (center). Greeting him are Messrs. Eckersley (left) and Sinclair of the BBC. Swing made the round trip by plane.

Steinway at Last!

WHEN Steinway & Son, New York, on Sept. 9 begins sponsorship of *Symphony Hall* on WQXR, that city, it will be the first time in the near-century history of the firm they will have used radio to advertise their famous pianos. Contract is for 13 weeks. N. W. Ayer & Son, New York, handles the account.

GEORGE HENRY, staff musician of WBIG, Greensboro, N. C., recently was awarded one of the first prizes by the National Federation of Music Clubs in its biennial contest for compositions of American composers. Mr. Henry's "Partita", for piano and two violins, was the prize-winning composition.

Soviet Embassy Has Own Listening Post

FOLLOWING consultations with the State Department, the Soviet Government has installed a powerful shortwave receiving post in Washington to keep abreast of news and other broadcasts out of Russia. Although the receiving station incorporates an elaborate rhombic antenna array, Soviet Embassy officials indicated that no transmission activities were planned, and that the regular channels of commercial radio communication would be relied upon for official business.

The installation was made to enable Soviet embassy officials in Washington to keep in constant touch with news reports and other broadcasts from Russia. For several years the American Embassy in Moscow has operated a similar shortwave receiving station, capable of receiving the regular news bulletins prepared by the State Department and broadcasts by a Navy Department transmitter, it was stated. The British Embassy also operates a shortwave receiving post in Washington.

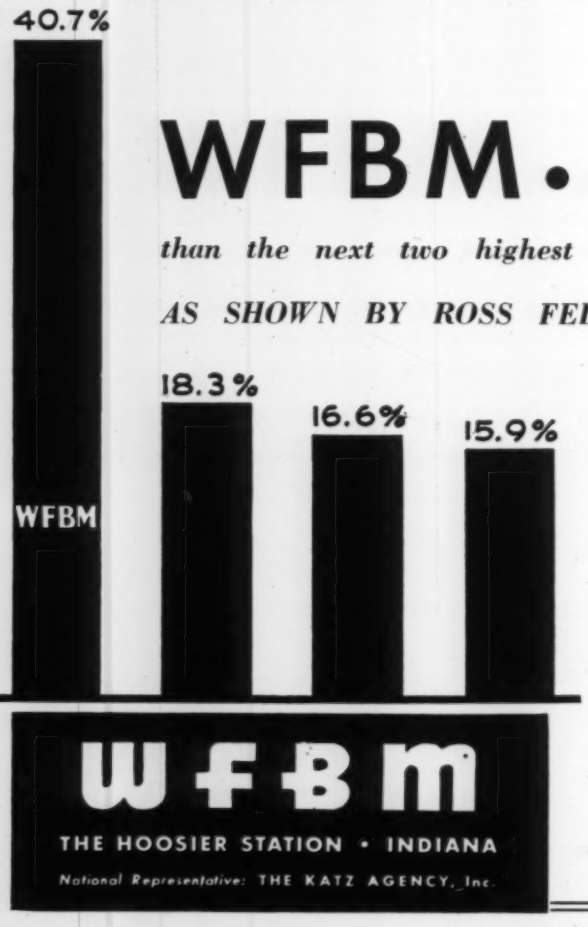
GIRL'S BODY FOUND
Newscast on WESX Leads to Discovery of Corpse

A MOTHER'S appeal for the return of her missing daughter, carried in a regular newscast of WESX, Salem, Mass., last week led to the discovery of the body of Miss Frances Cochrane, 19, of Lynn, Mass., who had disappeared two days before.

Announcer Joe Tobin read the appeal in his regular 1 p.m. newscast. A half-hour later Tobin received a telephone call from a man who gave the exact location of the body. News Editor Walter Mackie of the station notified police who found the body near Swampscott, Mass.

For MBS in Russia

HENRY SHAPIRO, United Press correspondent in Moscow, has been appointed MBS representative in the Soviet Union and on July 27 started regular broadcasts on MBS Sundays, 11:40-11:50 a.m. with a repeat at 6:40 p.m. WOR, MBS New York outlet, records the programs from the Mutual line, presenting them at 9:10 p.m. Sunday evening.



WFBM • *More Listeners*

than the next two highest ranking stations combined

AS SHOWN BY ROSS FEDERAL RESEARCH CORP.

2,108 telephone calls made in Indianapolis over a 7-day period between 12:15 and 12:30 P.M. showed that

WFBM

had more listeners than the other two local stations combined.

had more than double the listeners of any other station!

In Indiana WFBM consistently has the largest audiences, together with a merchandising and promotional service that makes it the state's outstanding outlet.

5,000 Watts Day and Night

ONLY BASIC CBS OUTLET IN INDIANA

WFBM

THE HOOSIER STATION • INDIANA

National Representative: THE KATZ AGENCY, Inc.

BEFORE YOU'RE UP— YOUR SALES CAN BE!

While you're still deep in slumber, deep South farmers dial WWL to hear Dixie's Early Edition. Pull? 167,980 letters first year! Available on participating basis. Plant your product in this all-farm, all-star BUY!

(5 to 7 A.M. Daily)

WWL NEW ORLEANS

50,000 WATTS

Transradio's Deal Related by Moore

Says Service Not Connected With Transocean Group

TRANSRADIO PRESS Service has had no connection whatever with Transocean News Service beyond ordinary contractual agreements available to any qualified news agency, Herbert S. Moore, Transradio president, testified July 18 before the U. S. District Court for the District of Columbia.

Mr. Moore appeared briefly in the Government's case against Transocean, in which the Government charges that the German-controlled news service did not register as a foreign propaganda agency, as required by law.

Tracing Transradio's dealings with Transocean, Mr. Moore explained that any person interested in subscribing to Transradio service may do so, with certain restrictions on the geographical redistribution of the news.

Subscriber Agreement

He stated that in November, 1938, Dr. Manfred Zapp, Transocean chief, who along with Gunther Tonn recently was expelled from the United States with several hundred other Nazi agents, discussed the possibility of subscribing to Transradio's domestic news service, shortly reaching a subscriber agreement "patterned after other agreements in force between other American press services and other foreign services".

Under a supplementary agreement between Transocean and Radio News Assn. Inc., a Transradio affiliate, RNA agreed to subcontract with Press Wireless Inc. to provide outbound transmission facilities for Transocean reports to South America, Mr. Moore explanied. He described RNA, which has no transmitting facilities of its own, as "a news distributing organization concentrating on wireless". He declared that direct teletype connection was maintained between Transocean and Press Wireless and that Transocean reports did not pass through Transradio's hands. He stated also that Transradio had no contact with Transocean news material or its news staff.

The press services' business connections were "progressively cancelled" by exercising cancellation provisions in the contract, Mr. Moore explained, commenting on the breaking off of business relations between the two. When suspicions of Transocean's pro-Nazi activities grew conclusive, RNA withdrew from its supplementary agreement, and Transocean then engaged the same facilities directly with Press Wireless, Mr. Moore indicated.

Transradio continued to supply its general American ticker news service to Transocean, under the subscriber agreement, until early June, when the U. S. Government set the date for the complete withdrawal of Transocean from the American scene, he stated. At that time Transradio took up its right to terminate the agreement completely, he said.

The Busy Utleys

CLIFTON UTLEY, news analyst and director of Chicago Council on Foreign Relations, and his wife, Frayn Utley, are establishing some sort of a record as Chicago's busiest commentating couple. Mr. Utley, whose day starts at 4:30 a.m., does the daily quarter-hour early morning newscast for Skelly Oil Corp. on NBC-Red; a quarter-hour commentary six nights a week for Studebaker Corp., and a Tuesday evening quarter-hour news program for Chas. A. Stevens department store on WGN. Mrs. Utley, aside from her household duties, conducts a weekly quarter-hour commentary on WJJD, the weekly *Women in Defense* program and the daily quarter-hour *Frayn Utley—A World of Interest* on WBBM.

The Other Fellow's VIEWPOINT

Mexican Network

EDITOR, BROADCASTING:

We have read the article in the July 14 issue of your magazine concerning a new network in Mexico [Page 8]. We wish to state that a slight error has been made as to the call letters of various stations broadcasting the Embajadores program. The complete list of stations is as follows:

XEBJ, C. Victoria, Tamaulipas; XECW, Cordoba, Veracruz; XEDK, Guadalajara, Jalisco; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEPP, Orizaba, Veracruz; XECZ, San Luis Potosi, S. L. P.; XES, Tampico, Tamaulipas; XEBQ, Torreon, Coahuila; XEHV, Veracruz, Ver.

This list, however, does not include the complete roster of stations affiliated with XEW and does not include the stations that form the network headed by XEQ of Mexico City. There are two networks in Mexico at present, one headed by XEW and the other by XEQ.

We control radio stations in 19 key cities in Mexico under contract. The network programs are sent by telephone line to the majority of the cities but where no telephone line is available we record the program and send it to the stations that have no direct wire to Mexico City. We have at present the best RCA recording equipment in Mexico, using the Orthacoustic system.

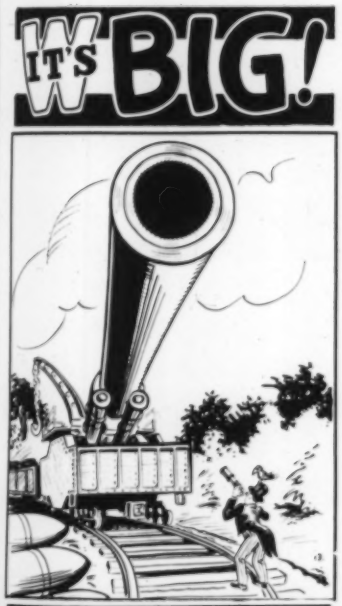
The cities having radio stations under contract to us are: Guadalajara, Jalisco; Monterrey, Nuevo Leon; Tampico, Tamps.; Veracruz, Ver.; Mazatlan, Sin.; Aguascalientes, Ags.; Irapuato, Gto.; San Luis Potosi, S. L. P.; El Parral, Chih.; Chihuahua, Chih.; Piedras Negras, Coah.; Cordoba, Ver.; C. Victoria, Tamaulipas; Los Mochis, Sin.; Merida, Yucatan; Culiacan, Sin.; Tepic, Nayarit; Mexicali, B. C.; Torreon, Coah.

Radio Programs de Mexico, S. A.
CLEMENTE SERNA MARTINEZ,
Manager.
July 21 Mexico City.

Drama Disc Library

AN ALL-DRAMATIC transcription library, described as the only one of its kind, is set for an Aug. 15 debut by Charles Michelson, New York transcription firm. It will fill a function in the dramatic field similar to that of the musical libraries. Mr. Michelson has handled such transcribed series as *Chandu the Magician* and *The Shadow.*

HELEN HIETT, NBC's girl war correspondent and comentator, on July 20 made an invitation appearance on the CBC *We Have Been There* program, during which she described her experiences during 1940 in France, Spain and Gibraltar.


IT'S BIG!
THE MAGIC CIRCLE
5,000
richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!
Columbia Broadcasting System affiliate.
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

KMBC of Kansas City
5000 watts • CBS • Arthur B. Church, President
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

ATLANTA
A Fort Industry Market
DRAMA
from
THE BLUE BOOK
of the
Blue Ribbon
Station
A few
of our NBC accounts

- Orphans of Divorce (Dr. Lyons)
- Just Plain Bill (Anacin)
- Mother O' Mine (Clapp's Baby Food)
- Drama Behind the News (American Chicle Co.)
- Easy Aces (Anacin)
- I Love a Mystery (Fleischmann's)
- Inner Sanctum (Carter Medicine)

You're in Good Company on the Blue Ribbon Station

A FORT INDUSTRY STATION
The Blue Ribbon Station
WAGA
ATLANTA, GA.

Amateur Band Is Shifted To Plane Pilot Training

FCC last week moved to provide adequate radio communication facilities for military pilots undergoing training when it notified amateur operators that 300 kilocycles from 3650-3950 normally allocated to amateur use will be assigned for pilot use. The frequencies will not be withdrawn immediately but will be transferred by degrees between September and March.

The Commission said it intended to rearrange the amateur allocations to make additional frequencies within the remaining amateur bands available for amateur radiotelephone. It was said the frequencies would be used for military aviation for the duration of the emergency.

Kenneth B. Warner, managing secretary of the American Radio Relay League, national organization of radio amateurs, endorsed the FCC action. Mr. Warner said, "The action taken by the FCC was with the prior knowledge of the American Radio Relay League and its details were worked out with our active collaboration. We are proud to make the sacrifice on behalf of a project of such awe-inspiring dimensions and of such importance to every American Citizen."

French in Quebec

AS THE RESULT of a survey made by the Canadian Broadcasting Corp. among French-speaking Canadians in Quebec province, it was found that 95 to 98% of French-Canadians listen faithfully to stations and broadcasts in their own language. Newscasts came first in popularity, with quiz shows, serials, drama, French chansonnettes, variety and comedy programs in that order. Only six of the 72 programs named in the survey received unfavorable mentions.

FM Interest Noted

INCREASED interest in frequency modulation is considered by Stromberg-Carlson Telephone Mfg. Co., Rochester, as a principal reason for the rise in employment at its radio and telephone equipment plant, already past the 1940 hiring peak, although the top production of 1941-42 radio receivers will not be reached for the next few months. According to McCann-Erickson, New York, the Stromberg-Carlson agency, the company's production of FM radios during the coming year will account for 80% of its volume in radios and radio-phonograph combinations.

'Mousetrap' Revised

A REVISED edition of the booklet that inspired much favorable comment when distributed to the trade last year, "Broadcasting's Better Mousetrap", by Dick Dorrance, general manager of FM Broadcasters Inc., has been issued by that organization. The new edition, reduced in size to 4 x 6 inches and brought up to date, tells the story of FM in the language of the layman explaining the ABC of radio's new marvel.

CHECKING and double-checking on the newly-arrived $20,000 G-E FM transmitter are Chief Engineer Carl J. Meyers of WGN, Chicago, (right) and his assistant, Clyde White. W59C, adjunct of WGN, will shortly take to the air with 1,000 watts, bringing 10 hours of programming daily to the 4,000 FM receivers in Chicago. Antenna will be located atop Tribune Tower with transmitter on 29th floor. The station expects to be operating with 50,000 watts by December.

STORES DOUBLE RADIO TIME

San Francisco Shift to the Air Medium Noted

With Department Stores in Lead

DEPARTMENT STORES, specialty shops and large men's clothing companies, among the last to recognize radio in San Francisco, have climbed aboard the bandwagon in the past year and are spending approximately 200% more on the medium than a year ago.

The majority of the city's largest department stores are on the air, some with programs, others with spot announcements. The same is true of specialty shops, exclusive furniture houses and large men's clothing companies.

KFRC, Mutual-Don Lee affiliate, currently has the White House, which sponsors *Let's Go Shopping* five mornings weekly from its store, featuring interviews by Mary Roeder and Mel Venter with the store's sales staff; Hastings Clothing Co., which sponsors *Brain Battle*, a weekly quiz show and cooperatively sponsors Fulton Lewis jr.; Roos Bros., which presents *Whodunit*, a murder mystery audience participating game; O'Connor, Moffatt Co., which presents *Last Minute News* with Phil Stearns Monday through Friday, 8:30 a.m.; Bond Clothing Co., nine newscasts weekly.

KSFO, CBS affiliate, has Hale Bros. department store on a participation on *Housewives Protective League*, and the following who use spot announcements: I. Magnin Co., Weinstein's, Carolyn Kelsey, Milen's, and Foreman & Clarke.

KPO, NBC Red network affiliate, has Moores Inc., announcements; Sprouse-Reitz Co., participation.

KGO, NBC Blue network affiliate, has M. L. Pressler, newscasts; City of Paris, *Milady's Music Box* five times weekly; Bruener's *The Old Cabinet Maker* weekly program; W. & J. Sloane Co., participation; Foreman & Clarke, six newscasts weekly.

NEW FM STATION GRANTED LANSING

A NEW FM station in Lansing, Mich., was authorized by the FCC July 22. Recipient of the construction permit was WJIM Inc., licensee also of the standard broadcast station WJIM. The grant covers 47.7 mc., stipulating an area of 3,800 square miles and a 250,000 population. The antenna will be located in the Olds Tower.

In connection with the grant to CBS July 16 of an FM Class C station in Hollywood, covering 43.1 mc. and a service area of 38,000 square miles embracing San Diego and Bakersfield [BROADCASTING, July 21], the Commission stipulated that prior to the issuance of the construction permit approval must be obtained of the exact coverage pattern. Also required was that "the applicant's lease agreement of Dec. 3, 1940, with Mt. Wilson Hotel Co. is modified to eliminate the provisions therein pertaining to exclusivity of use for broadcasting purposes of property on Mt. Wilson controlled by the lessor."

Marine Bill Voted

GROWING out of hearings during the last several months on subversive activities in the merchant marine, the House last Tuesday passed a bill (HR-5074) amending the Communications Act to allow the FCC to deny licenses to subversive radio operators. The bill is now pending in the Senate. During the hearings it was developed that present law does not give the FCC the right to make inquiry into anything but technical qualifications of radio operators. The bill amends the Act to enable the FCC to inquire into personal character and background of applicants for operators' licenses.

Crosley Defense Head

TO REPRESENT the Crosley Corp. in its dealings with governmental agencies in national defense matters, Howard A. Holmes, Detroit, has been appointed manager of the Crosley defense products division, according to a July 16 announcement. Headquarters in Cincinnati, Mr. Holmes also will supervise the Crosley Washington office in the Munsey Bldg., which will continue to be operated by Quinton Adams. Until recently Mr. Holmes was in charge of the Crosley Detroit office, after previous associations with National Steel Co., Inland Steel Co. and Chrysler Motors Corp.

Milwaukee FM Exhibit

DEMONSTRATION of FM interference-free quality was shown at this year's Milwaukee Midsummer Festival by W55M, the *Milwaukee Journal's* FM station. A man-made lightning device in the form of a 20,000-volt spark gap was set up near a combination FM and AM receiver. The homemade lightning smothered the AM programs in a blanket of noise, but didn't bother FM reception.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

1340 WINX Washington's Own Station

WIN WASHINGTON WITH WINX

WINX BUILDING • WASHINGTON, D.C.

In the CONTROL ROOM

J. W. MOORHEAD, manager of the antenna division of Bass Construction Co., Cleveland, on July 9 in the studios of WALB, Albany, Ga., married Miss Aleen Brim, of Albany. They met while he was in Albany to supervise the construction of the antenna and ground system of WALB.

GEORGE HANNA engineer of WHBF, Rock Island, Ill., has been drafted. He is stationed at Fort Wolters, Tex.

ROBERT L. AMES, formerly of the engineering staff of WTRY, Troy, N. Y., has joined the British Army as a technician in the radiolocator system.

ROY SMITH, control engineer of WPTF, Raleigh, N. C., has resigned to become an inspector of defense material. Waldo Hood replaces him.

EDWARD K. OATES, a member of the engineering staff of WINS, New York, has been elected chairman of the executive board of the Associated Broadcast Technicians Union (A.F.L.). Mr. Oates joined ABTU in 1937 and has been on the executive board since 1940.

HUBERT ABFALTER, studio engineer of NBC Chicago, will marry Frances Morton, secretary in the engineering department, on Aug. 16. Violet Colliander, secretary in the general manager's office of the NBC Central Division, on Aug. 16 will be married to Robert K. McElroy, Purdue U engineering student, in Chicago.

PETER J. PRINZ, formerly chief engineer of WKIP, Poughkeepsie, N. Y., has joined the NBC technical staff at Radio City.

JOHN BOYKIN, control engineer of WPTF, Raleigh, N. C., is the father of a boy born July 13.

MAJ. ALFRED MARCY, chief engineer of WFBL, Syracuse, is now on active duty with the Army at Anniston, Ala.

VERNON L. MALLORY, formerly of WOAI, San Antonio, has joined the studio technical staff of WFAA-KGKO, Dallas.

BEARDSLEY GRAHAM and Wesley Turner, NBC Hollywood field engineers, have been transferred to the network's New York television department. J. A. Thornburg, NBC, Chicago, and W. H. Williams, KOA, Denver, replace them on the West Coast.

AL LEARNED, formerly employed at the Syracuse Police Dept. shortwave transmitter, has joined the engineering staff of WSYR, Syracuse, as transmitter engineer.

MAYNARD B. DAVIS, formerly transmitter engineer of WWNY, Watertown, N. Y., has been named chief engineer of that station. He replaces Paul Lee, who is leaving for San Juan, P. R., to accept a civilian radio engineering position with the Navy.

Got His Tools

STYMIED for more than six months in an attempt to obtain a new rotary shear to cut discs of stainless steel for defense orders, H. L. Grapp, executive of the Despatch Oven Co., Minneapolis, happened to tune into *Minnesota to the Defense* on WCCO, Minneapolis. Hearing of the OPM's remarkable success in obtaining certain materials and acting on the suggestion of the announcer, Mr. Grapp contacted the OPM office with his problem. Within 24 hours the much-needed machine tool was located in Albany, N. Y. and dispatched to Minneapolis.

'Dr. I. Q.' Protected

GRANT ADV., of Texas, has enjoined Lew Valentine from appearin or advertising himself as "Dr. I. Q.", or any variation of same, in the United States, Mexico or Canada. Injunction was granted after a suit was entered by the agency in a Salt Lake City District Court against Mr. Valentine, Larry Kurtze, Intermountain Theaters and Saltmount Theaters. Mr. Valentine was at one time the m.c., and portrayed the part of Dr. I. Q. on the *Dr. I. Q.* program on NBC-Red.

Bass Construction Jobs

BASS CONSTRUCTION Co., Cleveland, is installing the three-tower directional antenna and transmission system of the new 50-kw. WLAC, Nashville. One of the towers will be 350 feet high, the other two 165. Bass is also installing four 300-ft. towers for the new WAYS, Charlotte; one 350-ft. tower for WCHV, Charlottesville, Va.; two 200-ft. towers for WORK, York, Pa.; one four-section turnstile FM antenna for Graybar Electric Co. atop the Graybar Bldg., New York.

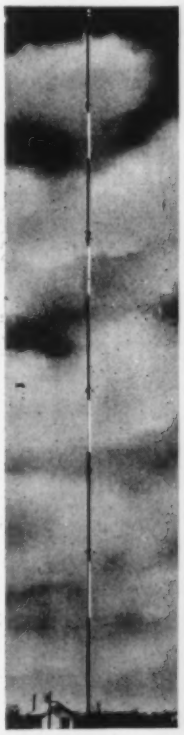
Technicians Exempt

AMERICAN citizens enrolling for service abroad with the British Civilian Technical Corps [BROADCASTING, June 23] are exempt from drafting in the United States Army, according to a memorandum sent to all draft boards by the national headquarters of the Selective Service System. Radio technicians of draft age registering for the Corps will be placed in Class II-B.

WJHP
N·B·C BLUE
Let WJHP be your bridge to greater opportunities in Jacksonville. Florida's first market.
WJHP
JACKSONVILLE FLA.

FOR THE "World's Best Coverage of the World's Biggest News"
UNITED PRESS

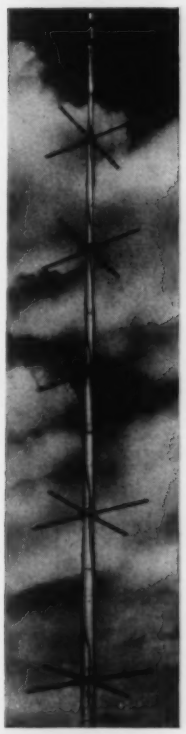
Look to Lingo
. . . for PEAK PERFORMANCE
. . . for LOW MAINTENANCE COST
. . . for INSURED STABILITY



■ In planning your modernization program, be sure to investigate the exclusive and important features of the Lingo Vertical Tubular Steel Radiator. Aggressive stations, large and small, throughout the country are enjoying results that far exceeded their expectations. Lingo Radiators provide you with profitable coverage and assure you of continuous trouble-free performance at minimum maintenance cost.

← AM VERTICAL RADIATORS

● *Our engineering staff will be pleased to supply you with technical data as it applies to your own station, for either AM or FM installations. Write today, and please state location, power and frequency of station.*



FM RADIATORS TURNSTILE →

■ The proven, accepted antenna for this new field! The Lingo Turnstile FM Antenna embodies new, patented features that are the result of years of research and development. They are now available for installation. Quotations will be gladly offered and include essential steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. Climbing steps, lighting equipment and sleet melting units are also available as optional equipment.

JOHN E. LINGO & SON, Inc. Dept. B-7 CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

SCAMMON INCIDENT DRAWS BELL'S IRE

CHARGING that Richard M. Scammon had been forced to resign as research secretary of the U of Chicago radio department the day after he challenged Gen. Robert E. Wood, chairman of the America First Committee, to a debate on the occupation of Iceland, Ulric Bell, chairman of the executive committee of Fight For Freedom Inc., declared last Tuesday that "one of the four freedoms has been scuttled on the U of Chicago campus".

Mr. Bell declared that Mr. Scammon was told by his superiors that William Benton, vice-president of the university and former president of Benton & Bowles advertising agency, would fire him if he made any speeches for Fight for Freedom. He charged that Mr. Benton, whom he called a "rabid isolationist", had said that Scammon's challenge "may cause the University some embarrassment if we ever want to get something from Gen. Wood".

According to the Fight for Freedom statement, Mr. Scammon, who had enlisted in the Army about a month before, on July 11, had submitted his resignation to Sherman Dryer, director of the U of Chicago radio department, after being told he would receive three weeks' severance pay if he resigned, but nothing "if he waited to be fired".

University officials denied the story and explained that Mr. Scammon had received the regular three-week "terminal vacation" granted all employes severing connections with the school. Mr. Scammon had been at Chicago U for two years, following an academic career at Minnesota and Michigan U and the London School of Economics.

PAUL SPECHT, pioneer radio orchestra leader, has written a book titled *How They Become Name-Bands*, recently published by the Fine Arts Publications.

NOW THEY LOOK LIKE THIS

See page 18

PHOTOGRAPHS ON PAGE 18 in the same order (l to r) shows: **1. I. E. (Chick) Showerman,** NBC-Red sales manager, when he was a corporal with the 15th Field Artillery of the AEF; wounded in action three times, he won the Silver Star Citation and the Order of the Purple Heart. **2. Clair H. Shadwell,** program director of WSAI, Cincinnati, who enlisted in April, 1918 and a month later went overseas, seeing action on six major fronts with the 146th Infantry, Ohio National Guard. **3. Harold A. Safford,** program director of WLS, Chicago, who enlisted at 19, was assigned to recruiting service, then transferred to Jefferson Barracks, Mo., becoming a sergeant of infantry before being assigned to direct orchestras and shows at the recreation center.

Buck for Box

(*Continued from page 22*)

is being bought by personal contact. Where the show is needed by our distributors, I make the calls myself, direct survey work and prepare for the program to come. Following this, Harold Roll, vice-president of Allen & Reynolds and manager of our account at that agency, follows through on the placement side of the matter, securing proper cooperation of the radio stations in merchandising the show, and making sure the program is presented exactly as directed. We have found that this cooperative work, with personal control in the market, leaves nothing to chance. Thus, the promotion is sure to click.

And thus, is radio working for us. With the orders coming in greater numbers every day, we know that radio works—when handled right. We're glad to give our agency credit for knowing how to handle it.

Mayor's Use of WNYC Is Criticized in Council

USE OF WNYC, New York City municipal station, by Mayor LaGuardia to announce his candidacy for a third term as chief executive of the metropolis was criticized last week by Vice-Chairman Joseph Sharkey, of the City Council. Mr. Sharkey, leader of the Democratic majority in the Council, said the station was airing "nothing but Fusion medicine shows" at a cost of $125,000 a year. The Mayor is running on a Fusion ticket.

Threatening action to curtail the activities of the station, Mr. Sharkey said, "The larger stations have to explain to their stockholders how they apportion their time. It's different with WNYC—its mikes are at the beck and call of the Mayor on a 24-hour schedule and woe betide WNYC's yes-men if a mike is not at hand and time available whenever the Mayor wants to back-slap his administration."

Independent Publishers Draw Up Constitution

FORMAL constitution and by-laws were drawn up at the July 21 meeting of Independent Music Publishers Assn., group of some 50 small music publishers formed early in July to act as a "buffer" between publisher members and BMI [BROADCASTING, July 14]. According to Peter Doraine, Doraine Music Publishing Co., chairman of the IMPA, another meeting will be held Aug. 4, at which time final organization details will be completed and the full executive committee and officers elected.

Present active executive committee includes William Lackenbauer, Encore Music Co.; Harold Oxley, New Era Music Corp.; Berkley Graham, London Music Co., and Arthur Shilkret, Majestic Music Co., who is also secretary of the group.

BMI Band Catalog

BROADCAST MUSIC Inc. has published a new band and orchestra catalog listing music and arrangements of approximately 2,500 compositions copyrighted since formation of BMI more than a year ago. The 48-page catalog is divided into sections covering band, orchestra and string orchestra music.

W. E. Long Co., Chicago

demands the BEST when it comes to making

TRANSCRIBED RADIO FEATURETTES FOR BAKERS

They insist that all W. E. Long transcriptions be PROCESSED and PRESSED by—

RADIODISC Allied RECORD MFG. CO.

1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

National Advertisers Get Greatest Coverage per Dollar Spent

WNBC in HARTFORD America's Test City

Absorbine Jr. Adam Hats American Chicle Co. Anacin 20 Grand Cigarettes Bisodol Bulova Carter's Pills Gruen Colgate Bromo-Seltzer Jergens Lotion Pepsi-Cola Ralston Purina Co. National Biscuit Co. RCA Victor Welch's Grape Juice Woodbury's

5000 WATTS DAY 1000 WATTS NIGHT NBC BASIC BLUE

NATIONAL REPRESENTATIVES HEADLEY REED COMPANY

General Offices: 54 Pratt St., Hartford, Conn.

32 Members Enrolled By BMI Since April 1

THIRTY-SEVEN new BMI member stations have been signed since April 1, start of the publishing company's second year, according to an announcement on July 24 by Broadcast Music Inc. Membership now totals 668, exclusive of non-commercial stations, it was stated.

New stations listed by BMI include: KVSO, Ardmore, Okla.; KLUF, Galveston, Tex.; KBIZ, Ottumwa, Ia.; WHOP, Hopkinsville, Ky.; WPAT, Paterson, N. J.; WWDC, Washington; WKWK, Wheeling; WSMB, New Orleans; WRLC, Toccoa, Ga.; WMUR, Manchester, N. H.; WJMA, Covington, Va.; WHIP, Hammond, Ind.; WABI, Bangor, Me.; KGBS, Harlingen, Tex.; WEDC, Chicago, Ill.; KFBB, Great Falls, Mont.; KVNU, Logan, U.; WAGE, Syracuse; WPAD, Paducah, Ky.; WMVA, Martinsville, Va.; WLAG, LaGrange, Ga.; KSWO, Lawton, Okla.; WHLN, Harlan, Ky.; WMRF, Lewiston Pa.; WERC, Erie, Pa.; WJAG, Norfolk, Neb.; WNEW, New York; WMIS, Natchez, Miss.; WHIS, Bluefield, W. Va.; KBUR, Burlington, Ia.; WTNJ, Trenton, N. J., and five FM stations.

'Chats' on Stage

INSPIRED by the favorable comment of patrons on the stopping of screen performances by Raleigh, N. C., theatres to present the President's talk through the facilities of WPTF, the movie men have decided to present all future talks from the stage with WPTF courtesy announcements as the solution to the problem of empty houses on "Fireside Chat" nights.

Gen. Foods Income Up

GENERAL FOODS Corp., New York, extensive user of radio, reports net earnings for the first six months of 1941 to be $7,181,578, after provision of $337,500 for preferred dividend, or $1.367 a share on 5,251,440 common shares. This compares with $7,014,628 a year ago, also after provision of $337,500 for dividends on 150,000 shares of $4.50 preferred stock, or $1.335 a share on the common. In the second quarter of 1941 net earnings on common stock were $2,847,400 or 54.2 cents per share, compared with $2,704,581 or 51.5 cents a share a year ago.

O'Sullivan to Return

O'SULLIVAN RUBBER Co., Winchester, Va. (O'Sullivan's rubber heels) sometime in September will launch its first extensive advertising campaign in ten years with spot announcements in key markets and schedules in some national weeklies. A new trade character for O'Sullivan's heels will be featured, with display material used in conjunction with the campaign which is to last through the remainder of the year. Bermingham, Castleman & Pierce, New York, is the agency.

WANTED

USED 5 KW. TRANSMITTER

Not over 2 years old
Must be in good shape
Quote price

BOX 738 BROADCASTING MAGAZINE

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman—Experienced, Capable, hard worker. N. Y. State. Wonderful opportunity. State draft status. Box 736, BROADCASTING.

Combination Operator-Announcer—With first class radiotelephone license wanted at modern station. We also have an opening immediately for experienced copywriter. Box 728, BROADCASTING.

Combination Operator-Announcer—Intermountain West. Must be capable of maintaining one kilowatt composite transmitter and studio equipment. *Must be good announcer.* Send transcription, photo, technical qualifications, salary expected. State draft and union status and whether can copy transradio. Box 733, BROADCASTING.

Situations Wanted

Engineer—Exceptional qualifications, draft deferred. Desires change. Best references. Box 731, BROADCASTING.

Assistant Production Manager—Employed regional station, desires opportunity for advancement. Familiar with detail. Young, married, energetic. Box 732, BROADCASTING.

Combination Announcer-Operator—Now employed. Considering change. State salary. Box 726, BROADCASTING.

Announcer—Experience, 6½ years. Now employed, regional net station. Production, programming ability. Specialty, news. Draft exempt for year or more. Transcription available. Box 735, BROADCASTING.

Experienced Sports Announcer—Now employed, seeks change. Qualified straight announcer, news, commentation, and special events. Excellent references. Prefer Eastern State. Box 729, BROADCASTING.

Situations Wanted (Continued)

Production - Program Manager—Also announcer, writer—fourteen years' experience—will go anywhere—employed but wants to make a change. Box 740, BROADCASTING.

For Sale—Brilliant creative radio script and copywriting-exceptional talent-exp. young writer, married, draft def., coll. grad. Now with adv. agency. Seeks better position in copywriting or script. Box 737, BROADCASTING.

Announcer-Specialty Man—Now holding a good position with large station handling Breakfast Club, news, M.C. shows, etc. Previously with CBS and NBC. For personal reasons want change to another station in similar capacity. Details on request. Box 734, BROADCASTING.

Available—As station or commercial manager at Eastern regional or local station. Nine years of smart showmanship . . . clever ideas . . . and complete merchandising experience. Thorough background of announcing, production and continuity. Excellent past record . . . dependable and conscientious. Available about September 1. Box 727, BROADCASTING.

Commercial Manager or General Manager, in charge of sales. Now employed—desire change due to possible new ownership. If you need an experienced, aggressive, go-getting man in your station, that can and will produce, if given a free hand, submit your proposition. 32 years of age. 11 years radio and advertising. University Education. Married. Can be available Aug. 1. Box 730, BROADCASTING.

For Sale

General Radio Frequency Monitor 581-B—Complete with oscillator 575-E. Crystals ground for 1240 KC. Best cash offer F.O.B. Anderson, Indiana takes it. WHBU.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

The FCC's Newspaper Data

(*Continued from page 17*)

source was given as the FCC's records.

Exhibit III purported to show the "trend in number of all broadcast stations and newspaper-associated broadcast stations, 1931-41." The sources of these figures were given as *Editor & Publisher*, 1931-40; BROADCASTING, 1935-40; *Radio Daily*, 1937-40. This table, whose 1931-34 figures were challenged, indicated a drop in the number of newspaper-associated stations between 1931 and 1934, which led Commissioner Craven to inquire as to their accuracy.

Mr. Sayler replied that the figures for those years were derived from the *Editor & Publisher* Yearbook. Mr. Craven thereupon asked how these figures could be accurate inasmuch as the FCC and its predecessor Federal Radio Commission did not keep records itself of minority interests in broadcast stations until a few years ago.

[Editor's Note: BROADCASTING began publishing its *Yearbook* in 1935, including a listing of the then known newspaper radio stations, and has kept its tabulations up through the 1941 *Yearbook*, which shows 293 stations in the United States, Hawaii and Alaska identified with newspaper interests as of Jan. 1, 1941. There have been numerous changes since the 1941 *Yearbook*, due to new license grants, sales and purchases of stations, deletions etc. While Mr. Sayler stated that the source of the *Editor & Publisher* figures were that publication's questionnaires, BROADCASTING recalls that the former publicity man of the FCC and the old FRC frequently asked it for its newspaper tabulation, to be made available to comply with requests. It was apparent until recently that neither the FCC nor its predecessor FRC ever kept any record of its own of newspaper ownership.]

Trends Shown

The FCC's purported "trend" table (Exhibit III) follows:

Year	No. of Stations	No. Newspaper-Associated Stations [1]	% Newspaper Associated Stations
1931	612	85	13.9
1932	608	97	16.0
1933	610	58	9.5
1934	591	55	9.3
1935	605	111	18.3
1936	632	154	24.4
1937	685	196	28.6
1938	721	232	32.2
1939	764	251	32.9
1940	814	275	33.8
1941	882	287	32.5
1941 (June 30)	897	298	33.2

[1] Includes weekly, trade and class publications.

Exhibit IV was a chart based on the foregoing table.

Exhibit V purported to show FM applications by newspaper interests on hand as of last June 30, totaling 99 applicants seeking 116 stations, of which 77 already were standard broadcast licensees. These latter filed 93 applications, the table showed.

FM Licensees

Exhibit VI showed that there were 42 newspaper licensees of 48 FM stations, of whom 34 already were in the standard broadcast field as licensees of 40 stations.

Exhibit VII compared all corporate, commercial and newspaper-associated broadcast stations by type of corporation and by type of business organization. It showed 780 licensees of commercial stations as of June 30, of which 45 were licensed to partnerships, 116 to individuals and 619 to corporations. Newspaper interests were identified with 33.2% of these stations as a whole; with 19.6% of the partnerships; with 11% of the licenses to individuals, and with 37.9% of the corporations.

Exhibit VIII consisted of a series of tables, which Mr. Sayler identified as having been compiled by the Office of Radio Research, Columbia University, at the request of the FCC and at the expense of the Newspaper-Radio Committee. These tables purported to show the affiliation of newspapers with radio stations by circulation of newspapers; by size of town in which newspaper is located; by geographical area in which newspaper is located; by size of town; by powers of stations (also broken down by geographical areas); by network affiliations.

It was indicated by these tables that 44.2% of the so-called newspaper stations were located in areas of newspapers with 100,000-250,000 circulation; 42.6%, 50,000-100,000; 38.2%, 25,000-50,000; 25.9%, 15,000-25,000; 19.4%, 10,000-15,000.

Forty percent of the newspaper radio stations were said to be in towns of 250,000-1,000,000; 39.8% in towns of 50,000-100,000; 28.1% in towns of 100,000-250,000; 24.7% in towns of 25,000-50,000. Another table of Exhibit VIII purported to show that 20.8% of the newspaper stations were in the West South Central area, 22% in the South Atlantic area and 16.5% in the East South Central area.

Craven at Odds

When a table was introduced showing that 42.8% of the stations of 10,000 watts power were newspaper-affiliated, Commissioner Craven pointed out that only seven such stations were listed, and inquired why the actual number of newspaper stations by power was not given. The total number for the country was broken down by powers, but the newspaper stations were handled percentage-wise. This table also purported to show that newspaper interests were identified with all but 79% of the 100-watt stations; 64.8% of the 250 watt; 70.9% of the 500 watt; 61.2% of the 1,000 watt; 75% of the 2,500 watt; 57% of the 5,000 watt; 42.8% of the 10,000 watt; 75% of the 50,000 watt.

The Commission's exhibits were concluded with Exhibit IX [see table on page 16] setting forth the number of broadcast stations and receiving sets compared with the number of newspapers and their circulation for the years 1922-1941, with Exhibit X a graph based on the table. The broadcast station figures were taken from FCC records and the other figures from industry sources.

FOR THE many Americans now in London, the BBC has arranged a series of *American Night* transatlantic programs to be heard in this country on MBS, starting July 22, Tuesdays, 9:15-9:30 p.m.

WCCO
50,000 WATTS
MINNEAPOLIS-ST. PAUL
CBS
Dealers' first choice in the Twin Cities and the Northwest
Ask any Radio Sales office for more information about WCCO, one of the seventeen CBS 50,000 watt stations.

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
NBC RED NETWORK
National Representatives JOHN BLAIR & CO.

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Craney Deplores Unbalanced News

Says Wheeler Not Involved In Dropping Commentators

CATEGORICALLY denying accusations implicating Senator Wheeler (D-Mont.), isolationist leader, in the action of Z-Bar Network stations in discontinuing network commentators' programs, Ed Craney, operator of KGIR, Butte; KPFA, Helena, and KRBM, Bozeman, in a July 17 letter to Quincy Howe, of the National Council on Freedom From Censorship, charged that national networks make no effort to achieve "balance" in presenting commentators who mirror both pros and cons of controversial matters.

He urged that networks use their own option time on the stations to present controversial comments, rather than station option time.

Mr. Craney declared in the letter that Z-Bar Network, which already has refused to carry three NBC commentators—Walter Winchell [BROADCASTING, July 14], Baukhage and H. V. Kaltenborn—will not resume such commentaries until this balance is provided by the networks.

Described as Unfair

Commenting that the FCC has placed the responsibility for the broadcasting of all network shows "squarely in the lap" of individual affiliated stations, Mr. Craney declared the stations have deleted the commentator programs "as a protest to a very unfair system of presentation that is not conducive of free speech and therefore is unfair to the American people".

"Under the present system the networks have no way of even calling to the attention of listeners, at conclusion of one speaker's talk, the time a speaker of differing views will be heard from that network. The listener has no way of hearing both sides and radio does a disservice to the American people," Mr. Craney declared.

"The networks should schedule all controversial issues on their option time for commercial programs so they can assure equal facilities to all sides of controversial issues to which they give any time. This should be done even though the individual affiliate stations have to give more option time. The networks are the only ones who are in a position to give equality of time on national issues, and they can do this only by scheduling such programs in option time."

Anti-ASCAP Bill Dies

PENNSYLVANIA's Anti-ASCAP bill, introduced Feb. 24 by State Senator Dent, was dropped with adjournment of the Legislature July 19. Since the day it was introduced, the measure was buried in committee.

HOMER OWEN GRIFFITH, Hollywood, has been appointed Pacific Coast representative of KPHO, Phoenix; KHUB, Watsonville, Cal.; KBKR, Baker, Ore.; KELA, Centralia, Wash.

AFTER TWO YEARS of radio in Kansas City, using KCMO, Crown Drug Co. has signed a contract with KOME, Tulsa, for a show that will follow format of the *8 O'Clock Edition* of KCMO. Here are (l to r) Harry Schwartz, KOME president; Frank Dray, Tulsa supervisor for Crown; Jack Whitney, KOME manager; H. P. Bickley, Crown sales manager.

Plane School Spots

AIRPORT GROUND SCHOOLS, Hollywood (flying cadet training), new to radio, in a test campaign is currently sponsoring a daily quarter-hour recorded musical program on KIEV, Glendale, Cal., and a similar 30-minute weekly broadcast on KRKD, Los Angeles, with eight and six spot announcements per day on KFOX and KGER, Long Beach, Cal., respectively. In addition quarter-hour recorded programs and spot announcements are being sponsored alternatively on KOMA KFBI WMC. Other stations will be added to the list. Ideas Associated, Glendale, Cal., is the agency. John B. Panushka is account executive.

McSWAIN AT HIS BEST

Describes, From Empty Stands

Game 5 Miles Away

WITHOUT a fan in the stands or player on the field, Pat McSwain, manager of WGNC, Gastonia, N. C., broadcast the recent Gastonia-Rutherford junior ball game at Forest City.

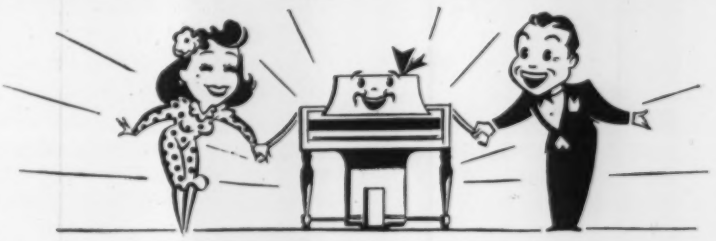
Meanwhile the actual game went on at a field five miles away, having been switched to another field at the last minute. Nobody had bothered to tell WGNC about the change in fields and when Pat arrived for his broadcast it was too late to rig a setup at the actual site.

Undaunted, Pat had Vernon Upton Jr. jot down a play-by-play account. Bob Armstrong relayed the jottings via auto to Pat in the empty stands five miles away, and the WGNC manager gave what listeners said was his finest play-by-play broadcast.

Time and Again

INTERESTED in finding out how much time an average station contributes to Federal Government activities, WENY, Elmira, N. Y., recently went back to its logbooks for a comprehensive 18-month survey of this type of broadcast service. The survey showed that the station, an MBS 250-watt outlet, from December, 1939, to May, 1941, had carried a total of 40 hours and 30 minutes of network programs and 62 hours of local programs for Government agencies of one kind or another, in addition to 643 local announcements. Biggest user of time was the Army, with 27 hours, 10 minutes, and 355 announcements, followed by the Navy, with 19 hours, 30 minutes, Works Progress Administration, 12 hours, 15 minutes, Farm Credit Administration, 11 hours, 15 minutes, Selective Service Board, 9 hours, 15 minutes.

BLOCK & SULLY, well known in radio and motion pictures as comedians, are the stars of the new series starting July 28 on WMCA, New York featuring serializations of Damon Runyon's characters "Joe and Ethel Turp". Series will be heard Mondays Tuesdays and Wednesdays, 8-8:15 p.m.



"TIME OUT"

WITH

Radio's Gayest Threesome

★ TED STEELE • GRACE ALBERT and "NELLIE THE NOVACHORD" ★

TED STEELE—Blue Network Star and radio's acknowledged master of the Novachord—is aided and abetted by lovely Grace Albert in this NBC Recorded Series of boy-and-girl, song-and-banter programs. TIME OUT has an irresistible charm for every member of the family—sparkling dialogue, romantic duets, and instrumental interludes when Ted gives out on "Nellie the Novachord."

Take "time out" to find out about this gaily new, pleasantly different series. It has all the earmarks of a *live* show* because provision is made for three commercial announcements with Ted and Grace setting the stage for each message. 26 fifteen-minute programs available . . . and it's definitely the best bet in its field!

*Recorded *NBC Orthacoustic*, of course

Write today for details regarding rates and availability. Or, your local radio station can arrange an audition.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

Commission Study Into Radio - Press Ownership Starts

(*Continued from page 11*)

be found in the average newspaper.

When Chairman Fly said what he wanted to ascertain was "who decides what goes on the air", Assistant General Counsel Harris said that an analytical study of this very point would be available with the collating of the questionnaire data procured by the FCC in connection with the hearing.

Morrow Cites Rise In Newspaper Costs

Subpoenaed by the Commission as an expert witness, Marco Morrow, member of the board of Capper Publications, former executive director of the operations and at present the "titular head" of WIBW, Topeka, drew on his background of nearly two generations in publishing and unequivocally favored newspaper association with radio.

The 72-year-old elder stateman of journalism recalled how many newspapers started on shoestrings before the turn of the century. Now, he said, it takes "a good deal of nerve, money and lack of sense" to launch such an enterprise.

Asked by Mr. Harris about the "gradual diminution" in the number of newspapers, Mr. Morrow attributed thisl argely to increased costs rather than lack of available press association service or radio competition.

When Commissioner Craven asked whether national advertising in small newspapers had decreased since the advent of radio, he said there was no agreement but unquestionably radio is taking a part of the advertising dollar not only from small newspapers but from all other media. He added, however, that he believed in the philosophy that "advertising of all sorts helps all advertising" and that when a competitive medium gets business, it opens up new vistas of revenue for other media.

Going into the question of newspaper competition, Mr. Morrow cited the *Kansas City Star* as "one of the outstanding newspapers of America". Other newspapers had been published in the city, he said, but it succeeded because of brightness and alertness while competitors fell by the wayside as methods of journalism changed over the years.

He said there might be a temporary danger if a newspaper-radio monopoly existed in a particular market, but that if the publisher is "decent", he would give the minority side, which would serve the public interest. If that is not done, he said, it always develops, irrespective of the economic situation, that a competitive publication crops up.

Heavy Responsibilities of Newspaper Publisher

The newspaper holds a "franchise" to serve the public with news, Mr. Morrow said. He declared he regards radio as a news medium and thought it should be allied with the press. Newspapers must keep abreast of developments, he said. For example, he said that when a better press is devised which will permit the newspaper to get on the street earlier, it must be acquired if the newspaper is to remain progressive.

He called radio a "new mechanical development that could help the newspaper to do its job" and repeated that he regarded radio as inherently a part of journalism.

Answering a question as to whether it is desirable to have one newspaper and one radio station jointly owned in the same community, Mr. Morrow said there is a possibility of abuse but that

Chairman Fly's Statement on Scope and Purpose of Hearing

IN OPENING these hearings pursuant to Order No. 79, I should like to comment briefly on two or three matters.

The general question of joint control over newspapers and broadcasting stations has been a topic of interest, both in Congress and elsewhere, for a long time. When the Radio Act of 1927 was being debated, for example, Senator Dill, the Senate sponsor of the bill, pointed out the need for deciding such questions as whether one newspaper in a city should have a radio station when other newspapers do not, and urged that such questions indicated the need for a Federal commission to regulate broadcasting (67 Cong. Rec. 12353, June 30, 1926).

There was discussion of newspaper ownership of broadcasting stations before the Senate Committee on Interstate Commerce in January, 1930, at which time Senators Wheeler, Dill, and Brookhart indicated an awareness of the problem (hearing before the Senate Committee on Interstate Commerce on S. 6, 71st Cong., 2nd sess., pp. 1643, 1718, 1744, 2077). Senator Neely expressed opinions on the subject in January, 1935, during the Hearings on the Confirmation of the Members of the FCC (74th Cong., 1st sess., p. 195). Rep. Monaghan expressed outspoken opposition to newspaper ownership of broadcasting stations in August, 1935 (79 Cong. Rec. 14310-14316). On Jan. 28, 1937, Rep. Wearin introduced HR 3892, entitled "A bill to amend the Communications Act of 1934 by adding thereto provisions designed to prohibit unified and monopolistic control of broadcasting facilities and printed publications, and for other purposes."

FM Emphasizes Importance

On March 15, 1937, Senator White commented at some length on newspaper ownership of radio stations, in the course of which he suggested that the Commission ought to formulate views on the subject. He said in part: "If the Commission senses the situation, and if it has views as to what our policy should be, it has skillfully concealed the fact from Congress" (81 Cong. Rec. 2334-2335).

The importance which has thus been continuously attached to the problem and the further fact that the Commission is now faced with a group of newspaper applications for FM facilities, have caused us to conclude that a general inquiry is advisable. Out of 99 applicants for FM licenses as of June 30, 43 are newspaper interests. These newspaper applications raise the common question of the extent to which and the circumstances in which grants to newspapers will serve the public interest. We could, of course, have considered the question separately as to each of the 43 applicants. The proper dispatch of business, however, as well as the need to achieve that degree of uniformity, consistency, and informed judgment properly expected of administrative bodies, clearly indicate the advisability of these general hearings.

I would like particularly to emphasize that the purpose of these hearings is to inform the Commission. No conclusions or opinions have been formulated by the Commission. The facts and circumstances which will be developed in these hearings may lead us to the conclusion that no rules or policies whatsoever need to be developed. Or they may lead us to the conclusion that recommendations to Congress should be made, and the problem handled by way of legislation. Or we may conclude that certain policies or regulations can and should be developed within the jurisdiction already committed to us by Congress.

Jurisdiction Question Premature

The Commission believes that discussion of its jurisdiction under existing law to take action with respect to joint control of newspapers and radio stations would be premature at this time. The jurisdictional question itself must be determined partly in the light of the facts and circumstances which the hearings develop, and argument should be based on concrete rather than suppositious proposals. The Commission will afford ample opportunity for the expression of views on the jurisdictional question if and when it contemplates the issuance of any rules.

I have emphasized the fact that the sole purpose of these hearings is to inform the Commission. I want to add, with equal emphasis, that the Commission is determined to be informed. Our jurisdiction to formulate rules will be determined subsequently; our jurisdiction to make a study of the problem we think clear, as stated in our decision released today on the petition filed by the American Newspaper Publishers Assn. Government commissions have a duty to inform themselves of problems pertinent to the field in which they function. The public and the Congress would rightly criticize us for passing over without consideration problems basic to the welfare of the radio industry and the public which it serves.

It is for just such reasons that Congress has empowered this Commission to hold hearings concerning any question which may arise under the Act which we administer, and to require the attendance and testimony of witnesses and the production of relevant documents and to pay the attendant expenses of such proceedings. Furthermore, it is wholly in accord with the traditions and institutions of our form of government that we should carry on such a study, and it has been familiar practice at least since the establishment of the Interstate Commerce Commission half a century ago.

Expert Witnesses

In the interest of comprehensiveness the Commission has itself conducted field investigations in sample localities, and will call witnesses competent to describe various local situations. Let me emphasize that such local matters will be entered into wholly for the light they cast upon the general issues. This is not an inquiry into the activities of particular licensees but into a nation wide situation. Also the Commission will call some expert witnesses—scholars of recognized authority who will present evidence based on their independent studies.

The following appearances have been filed in the present hearing and have been allowed: Oregonian Publishing Co., licensee of KGW and KEX, Portland, Ore.; FM Broadcasters Inc.; Hildreth & Rogers Co., licensee of WLAW, Lawrence, Mass.; The American Network Inc. (FM).

In addition, Station WGN, Chicago, and KOOS, Marshfield, Ore., and the Newspaper-Radio Committee have given notice that they desire to be heard. They have been informed that their appearances will be allowed upon the filing of statements showing the nature and relevance of the evidence which they propose to present, and in the case of the Newspaper-Radio Committee, upon the furnishing also of a statement of the persons who are represented by that committee. As contemplated in the Commission's public notice of July 1, 1941, setting forth the "Procedure for Hearings Under Order No. 79", requests to appear may be filed at any time during the course of the hearings, and, if in the proper form, will be allowed.

FCC Witnesses First

The present sessions will be devoted to the calling of witnesses by the staff of the Commission and to its presentation of exhibits and documentary evidence. Persons whose appearances have been allowed will be permitted, in the discretion of the Commission, to cross-examine witnesses with respect to phases of the inquiry as to which they themselves propose to adduce evidence. Those persons who have appeared or who hereafter appear will be given notice at some later date as to when they will be afforded an opportunity to introduce evidence.

It is not contemplated that all the hearings will be held consecutively. Following the calling of certain witnesses by the Commission, an opportunity will be given for those other witnesses who wish to testify at that time. Thereafter we will adjourn for a period to be then determined and then determined and then reconvene for the taking of additional testimony.

Not a Newspaper Probe

One final matter: Since the hearings are concerned with the relationship between broadcast stations and newspapers, some understanding of the latter industries is necessary. Inquiry will be made into the operations and functions of each. The Commission does not, of course, contemplate any action with respect to the newspaper industry apart from its relationship to broadcasting. Evidence as to the internal workings of the newspaper inquiry will be adduced therefore only insofar as it throws light upon the relationship which has existed or should exist between the broadcast and newspaper industries.

We are confident that on the basis of evidence to be submitted by representatives of the broadcasting industry and the newspaper publishing industry, by scholarly authorities, and by persons especially cognizant of local situations in communities of various sizes and kinds, a record will be developed which will aid us in the performance of our duties hereafter, and will enable us to reach a sounder solution of the problem than would be possible if we proceeded without this general inquiry to the determination of particular cases. It is in this spirt of fact-finding that the Commission desires to proceed.

SENATOR ARTHUR CAPPER, publisher-owner of WIBW, Topeka, and KCKN, Kansas City, marked his 75th birthday July 14 with a picnic for folks from all over Eastern Kansas. This is the 34th consecutive year the Senator has given his birthday picnic in a Topeka park. Senator Capper is extending his greetings in this picture over WIBW to those who couldn't attend. With him is Hilton Hodges, announcer.

the same danger is there if the newspaper is published alone without a radio station. The station, even under the same ownership, provides the opportunity for a better service to the public, he said. Furthermore, he added that the newspaper publisher has greater social responsibilities than the department store, the grocer, butcher or baker. While it is a commercial enterprise, the newspaper, he said, is on a higher plane than most such enterprises.

FCC Attorney Lloyd took up the questioning of Mr. Morrow on the difficulty of procuring adequate press association service for the inauguration of a new newspaper. Mr. Morrow said there is no one complete service that is absolutely essential. He said he had been "black-balled" by one press association, but that he took the United Press, which he found equally good and in some instances better for his publications.

Can't Have Publication For Every Cause

Asked by Commissioner Craven whether from the standpoint of service to the public he knew of any reason why a newspaper should not own a radio station, Mr. Morrow said he could not think of any reason for it, adding that he would dislike to have the assignment of writing the reasons if his job depended on it.

When Chairman Fly asked what outlets minority groups would have if one organization controlled the media in one community, Mr. Morrow said it would be ideal if there could be as many such outlets as there are minorities. He said he felt publishers by and large afforded ample opportunity for this purpose, irrespective of the amount of competition, and added there always would be complaints even if there were 10 newspapers in a community. Multiplying the number of newspapers wouldn't help this situation, he declared. He insisted there could not be a publication for every cause.

Returning to the stand after the morning recess, Mr. Morrow, replying to Attorney Harris, said he thought it was desirable both as a business and a profession to have newspapers and stations operated jointly. He said that if a community could support two or three avenues of intelligence, that would be desirable, but he thought it was a great deal better to have one operation performing a good job. He cited a situation where four churches only slightly different in denomination were maintained in a community, whereas one good church could provide a far better "public service".

When Mr. Harris cited the example of class appeal newspapers, such as *PM* and the *New York Sun*, which he said went to totally different readers, Mr. Morrow asserted that to attempt to have a separate publication for every school of thought in a community of about 100,000 would cause as much trouble as "*PM* is having".

Prof. Lee Sees Change In Advertising Technique

Alfred McClung Lee, associate professor of marketing at New York U and author of several books dealing with newspaper publishing trends, before presenting a series of exhibits he had prepared, discussed the purport of the *Printers Ink* exhibits prepared by Mr. Weld. He said these curves showed that since 1929 much more scientific use of advertising expenditures is indicated. The tendency in the case of display advertising, he said, is toward making smaller ads just as attractive as larger ones, as against the old theory that the bigger the ad, the bigger the smash and the better the result.

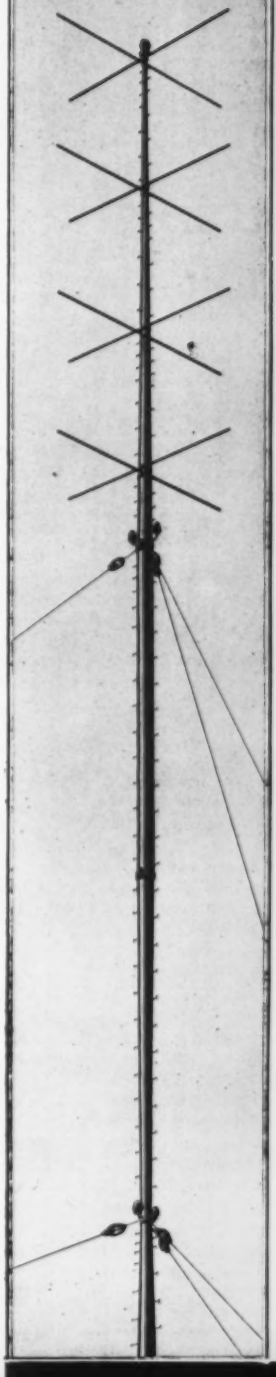
The decline in newspaper advertising return, Prof. Lee said, may be attributed to the over-all trend,

POWER!
—WHERE POWER COUNTS MOST

WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

MEETING MODERN NEEDS *Economically*



MONOTUBE VERTICAL RADIATORS

Plus F-M High Gain Arrays

(4 Section Turnstile with Approved Power gain of 2.14)

OFFER YOU THESE ADVANTAGES:

LONGER LIFE √ UNIFORM REACTANCE √ SIMPLE TO DISMANTLE AND MOVE √ GREATER STRENGTH WITH LESS WEIGHT √ 65 TO 100 FEET BETWEEN GUY LEVELS √ FAST DELIVERY AND ERECTION √ LOW MAINTENANCE COSTS √ THE IDEAL UNIFORM CROSS SECTION √ √

★ ★ ★

● All Monotube Radiators are constructed of a series of guyed double-tapered hollow steel tubes designed and guaranteed to withstand pressures developed during a HURRICANE with wind velocities of 100 mph., a one-half inch ice load, and a temperature change of plus and minus 50 degrees Fahrenheit. To this is added a safety factor of 3.6 on the steel and 5.0 on the guy assemblies.

The articulated joint used between the sections prevents the transference of bending moments (introduced by wind) from section to section, thus placing the point of maximum stress in the center of each isolated section; the stress curve falling off to each end.

The taper used in the MONOTUBE sections follows this stress curve, placing the greatest diameter and most material in the center at the point of maximum stress and lessening the diameter and amount of material at the ends at the points of minimum stress.

Each MONOTUBE RADIATOR is individually engineered against power and frequency to properly sectionalize the guy cable assemblies against the eighth harmonic thus eliminating absorption, reflection, and directivity in the cables which would otherwise introduce serious distortion in the theoretical field pattern. Insulation in all cases is designed to maintain non-resonance in the guy cables during adverse weather conditions.

Our attention to these details in the guy-cable design makes the MONOTUBE RADIATORS the ideal units for Directional Antenna Systems.

Write for quotation on your antenna system completely erected, painted, and lighted. Enclose frequency, power, and height.

The BASS CONSTRUCTION CO.
CLEVELAND, OHIO
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FIRST
CHOICE
OF
NATIONAL
ADVERTISERS
WHO KNOW
MAINE'S
CENTER
OF
POPULATION
IS IN
WLBZ'S
PRIMARY
SERVICE AREA
NBC
Yankee Network
620 kc
BANGOR

Resume of Newspaper-Radio History Explains Problems in Hearing at FCC

AS BACKGROUND for the hearings which started before the FCC July 23, the Newspaper-Radio Committee last week sent to all daily newspapers in the country, to members of the Federal Communications Bar Assn., to Washington newspaper correspondents and others a 23-page brochure prepared by Carlton K. Matson, of the New York public relations firm of Martin Dodge & Carlton K. Matson.

Titled *The Newspaper-Radio Issue Before the FCC*, the booklet carries a foreword by Grove Patterson, editor of the *Toledo Blade* and past president of the American Society of Newspaper Editors, which asserts: "This statement of the case affecting newspapers now before the FCC should be required reading for every editor and editorial writer, in fact, for every working newspaperman in the newsrooms of America." An outline of the newspaper-radio issue is carried in the fore part, followed by the text of the FCC's Order No. 79 and 79A, and the text of the FCC's questionnaire to stations in preparation for the hearing.

Called Discriminatory

The statement refers to Order 79 as "an ominous and discriminatory move against newspapers" and asserts that the whole status of the operation of newspapers is affected.

"By this order," it says, "for the first time in the history of our country, it is suggested that newspapers and newspapermen should be classified in a separate category as persons who may be given lesser privilege under the law than other citizens of the United States. Bankers, lawyers, merchants, any other business group or any other combination of business groups in the community are not being singled out for special investigation. Newspapers alone are being cited.

"This discrimination becomes vitally important not merely because newspaper ownership is under investigation, but because it is obvious either that this investigation is a fishing expedition without point, or that something decisive is intended. In the latter case, only two orders could result and either one would be vitally damaging to newspapers and newspaper interests.

"One of these would be a denial outright to newspapers, or to certain categories of newspapers, of the right to own radio facilities. The other would impose special conditions, different from conditions imposed upon persons in other lines of economic enterprise, as a prerequisite to the holding of a radio license.

"Either rule would institute the kind of indirect control over newspapers which would become a real threat to the independence of the press. By curbing and limiting the outside economic activities of newspapers the way would be opened for domination of the publishing industry itself."

The statement goes on to call attention to the FCC's questionnaire, whose questions are reviewed with the conclusion that "the indications are that the stage is being set for a sweeping inquiry into newspaper operation, press service operation and all the ramifications of publishing activity." The jurisdiction of the FCC's probe is challenged, with the conclusion that "the FCC appears to have undertaken a fishing expedition into the operation of the whole press of the country."

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taking into account the "political and economic views of newspapers". Advertisers, he said, have tended to buy less space, not only because of the change in advertising technique but also because there are fewer newspapers, resulting in less of an over-all appropriation.

Prof. Lee introduced an exhibit showing that the total number of towns having a daily newspaper increased from 1,338 in 1926 to 1,429 in 1941. As against this tabulation, he described an exhibit showing that the number of cities with "allegedly competing dailies" decreased from 288 in 1930 to 181 in 1940. Cities with admitted or known local monopolies have increased from 1,114 in 1930 to 1,245 in 1940. What he described as "one-daily-newspaper cities" increased from 1,002 in 1930 to 1,092 in 1940. The number of daily newspaper cities increased from 1,402 in 1930 to 1,426 in 1940.

Thacher Contests Value of Testimony

Prof. Lee returned to the stand for the afternoon session and had hardly gotten under way with an explanation of his statistics when his testimony was attacked by Judge Thacher. The latter contended the witness had no first-hand knowledge of the material he was discussing, having obtained it from trade publications such as *Editor & Publisher*, *Standard Rate and Data* and the *Ayer Directory of Newspapers & Periodicals*. Prof. Lee admitted his figures were based on information from these sources but contended he had made a long study of the press in this country and had supplemented this material with news stories from *Editor & Publisher*.

Judge Thacher, addressing Chairman Fly, said he didn't see how the Commission could take the testimony of an expert who knows nothing about the facts except what he has read. Chairman Fly didn't answer directly Judge Thacher's request that the testimony be left out of the record, merely suggesting that Prof. Lee might modify the title of his exhibit.

The Newspaper-Radio Committee counsel principally attacked the use of the words "allegedly competitive" and "monopoly" describing the daily newspaper situation in various cities in Prof. Lee's exhibit. Judge Thacher contended the witness had no actual knowledge of conditions in the cities mentioned except what he had read.

Commissioner Craven sought to clarify what Prof. Lee meant by monopoly, pointing out that one of the tables submitted by the witness showed single newspapers holding a monopoly in Long Beach and Hollywood, Cal. The commissioner contended that, whereas there is only one paper in these cities, dailies from Los Angeles are in competition. The witness admitted his definition of monopoly in this connection meant there is only one paper published in a particular city and did not take into consideration papers printed in nearby areas which might serve as competitors.

Sensationalism, Comics Called Competition Basis

In response to Mr. Lloyd, Prof. Lee said the number of daily newspapers had been declining since 1909 and a decline had been the long-term tendency in the daily newspaper field to the present, due to a multiplicity of factors.

He said there are fewer daily newspapers but they are spread in more cities. At this point Prof. Lee read from one of two prepared statements he introduced which were intended to show that the press suffered from economic restriction due to several factors. Among them he listed "news gathering combines which tended to promote monopoly, unionization of various employe groups, and increased production costs". These and others he said made newspaper publishing a "rich man's game".

After paying tribute to the American press, Prof. Lee quoted an interview with William Randolph Hearst which appeared in an *Editor & Publisher*, in which the newspaper magnate said he believed the influence of the press was declining because of its ownership by large corporations and predatory interests with selfish aims. Prof. Lee closed his direct testimony by asserting that only in

WSOY
DECATUR
ILLINOIS
SEARS and
AYER, Rep.
For a large chunk of ILLINOIS
Test your campaigns in a dual market—BOTH agricultural and industrial. WSOY gives you coverage of such a market.
250 WATTS · 1340 · FULL TIME

large cities are daily newspapers competing on the politico-economic front. In other places they are competing, he said, on sensationalism and comics.

Thacher and Caldwell Question Material

Prof. Lee's testimony was described as a "historical essay" by Judge Thacher in taking up cross-examination. His request that the exhibits Mr. Lee had prepared be "marked for identification" and not admitted as evidence was authorized by Chairman Fly.

Judge Thacher questioned the reliability of the statistics produced by Dr. Lee, pointing out that they were based on data gleaned from Standard Rate & Data and from *Editor & Publisher*. Under examination Dr. Lee said he had also obtained some of the information from stories published in the news columns of *Editor & Publisher*.

Dr. Lee was asked to submit to the Commission the material he used as the basis for his compilations, after Judge Thacher had observed that a "mere glance at these tables shows very serious inaccuracies." He said it appeared much of the data was predicated upon "hearsay sources" and contended the data should not be admitted until the sources had been checked.

WGN Counsel Caldwell, in cross-examining Dr. Lee, questioned the historical background to which he had referred on freedom of the press. The witness agreed that freedom of speech was a necessary corollary of freedom of the press, and that all modes of publications were included in this constitutional guarantee.

Sutton Introduces Data on Earnings

Introduced as the Commission's final witness prior to adjournment from July 24 until July 31, DeQuincy V. Sutton, head broadcast accountant, identified a series of statistical exhibits dealing with newspaper revenues as contrasted to those of all other stations. All of the data, he pointed out, were based on returns received by the FCC in response to its annual financial questionnaire for the calendar year 1940. He had not completed his testimony when the recess was called and presumably will return to the stand upon resumption of hearings Wednesday.

The initial exhibit identified by Mr. Sutton covered the combined broadcast service income statement of the three major network companies, five regional networks and 765 standard broadcast stations, which revealed total broadcast revenues for the calendar year 1940 of $134,000,000 with broadcast service revenue, representing the excess of revenue over expenses, of $33,300,000.

This table had been released by the FCC last May. Subsequent exhibits identified and explained by the witness were new, in that they compared the revenues of 282 newspaper affiliated stations against network-managed and operated stations and against all other stations. Mr. Sutton explained that the disparity between the figure of 298 newspaper-affiliated stations used by the Commission at the outset of the hearings and his figure of 282 stations could be ascribed to stations actually in operation rather than those holding construction permits, accounted for in the higher figure.

While the purport of the exhibits was not explained at the outset, it was evident the Commission would essay to show that newspaper ownership of stations is conducive to higher earnings and more lucrative network affiliations.

The exhibits were not admitted as such, upon suggestion of Judge Thacher, pending cross-examination, but were simply marked for identification.

The second exhibit identified by Mr. Sutton covered 765 standard broadcast stations and showed the combined statement of time sales,

IN ANY GIRL'S LIFE a bid from the U. S. Navy is something! But for Mildred W. Carlson, director of the WBZ-WBZA Home Forum, there was reserved the uncommon privilege of visiting one of Uncle Sam's fighting ships . . . for breakfast! Aboard, Miss Carlson straightway was escorted to the galley. There she took a hand in the preparation of 1000 cups of coffee, 8000 flapjacks and 3000 savory sausages. The gobs insisted. It was a command performance! ● Scores of spot advertisers also are insisting that Mildred Carlson take a hand in helping them. Getting branded foods and other home products on New England shopping lists, through her daily broadcasts, is an assignment she's been successfully fulfilling for the past 11 years.

WBZ
BOSTON
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc • KDKA KYW WBZ WBZA
WOWO WGL WBOS • REPRESENTED NATIONALLY BY NBC SPOT SALES

Reserve Your Copy of
1941 Iowa Radio Audience Survey
NOW
Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.
Write for it. No cost or obligation.
Address Dept. B
STATION WHO
DES MOINES, IOWA

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

Coming Soon to
WSYR
SYRACUSE
5000 WATTS
at 570 kc.
"The Perfect COMBINATION"

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

revenues, expenses and broadcast service income of 282 newspaper-affiliated stations, 31 stations managed and operated by networks, and 452 other stations for 1940.

The 282 newspaper-affiliated stations had total broadcast revenues of $38,268,696 and expenses of $29,514,453 with broadcast service income (excess of revenue over expense) of $8,754,243. This constituted 35.5% of the aggregate total broadcast revenue.

The 31 network managed and operated stations had total revenues of $16,948,398 and expenses of $11,287,359, or a broadcast service income of $5,661,039. This represented 22.9% of the total.

The 452 "other stations" had total broadcast revenues of approximately $52,400,000, expenses of $42,000,000 and broadcast service income of $10,400,000, or 41.8% of the aggregate.

After Mr. Sutton had explained this table, Commissioner Craven developed that the 282 newspaper-affiliated stations constituted 38% of the aggregate of 165 stations covered in the tabulations, whereas they represented only 35.3% of the aggregate income.

A second table eliminated the 31 network-managed and owned stations. Utilizing the same figures, this revealed that the 282 newspaper-owned stations still had the 35.3% ratio to the total and that the balance of the 483 stations had 64.7%.

A third table excluded the 31 network-managed and operated stations and covered the 282 newspaper-affiliated and 452 "other stations". This revealed that the newspaper-affiliated station business amounted to a 45.8% ratio, while the "other station" business constituted 54.2%.

Income from Network Sale of Time Shown

In the final table of this compilation, covering time sale ratio, the Commission revealed that the 282 newspaper-affiliated stations realized 45% of their income from network sale of time and the 452 non-newspaper stations 55%. Non-network sales of time constitute 41.1% for newspaper-affiliated stations and 58.8% for non-newspaper stations.

In another tabulation, Mr. Sutton set forth time sales of newspaper-affiliated stations by classification. This showed, for example, that 92 regional stations with full-time did a total of $18,820,284 during 1940, constituting 47.9% of the aggregate of $39,274,724. Eight clear-channel stations with 50,000-watt fulltime had total revenues of approximately $8,000,000, constituting 20% of the total.

Ranking third were 136 local channel fulltime stations with $5,800,000, constituting 14.8%. Six other classifications, covering part-time clears, part-time regionals and part-time locals accounted for the balance.

This table revealed that network business of the 282 newspaper-affiliated stations aggregated $9,966,742, or 25.4% of the total, and non-network $29,306,982, or 76.4% of the total.

In this compilation there was a second table showing revenues of stations licensed to newspapers and newspaper-affiliated stations owned 50% or more by persons interested in newspapers; and a second table covering the same ground for newspaper-affiliated stations owned less than 50% by newspapers or persons.

Newspaper Station Income Compared

Another breakdown was devoted to the 31 stations managed and operated by networks, analyzing time sales as between network and non-network fields, which showed a 31.7% ratio of network business as against 62.3% non-network.

The final tables in this exhibit covered time sales as between network and non-network business for the 452 "other stations" and one covering all 765 standard broadcast stations. In the first table, network business represented 22.5% of the total and non-network time sales 77.5%. The over-all tables showed network business representing 25.9% and nonnetwork 73.1%.

In another exhibit, constituting an analysis of broadcast revenues, expenses and broadcast service income of the 282 newspaper stations, it was divulged that of the aggregate broadcast service income of $8,754,243, some 58% of the amount was earned by 30 stations.

Of the earnings of $2,511,334 of the eight clear-channel 50,000-watt unlimited time newspaper stations, 47% was earned by two stations. In the regional classification covering 92 unlimited time stations, which had broadcast service revenue of $4,588,818, about 58% was earned by 16 stations.

In the regional limited-time and daytime classification, covering 18 stations which showed a loss of $25,492, nine stations had aggregate income of approximately $100,000 and nine stations had aggregate losses of approximately $125,000.

Similar detailed breakdowns for the Class A newspaper-affiliated stations owned 50% or more by newspaper interests, and Class B stations owned less than 50% by newspaper interests, for the 31 managed and operated stations, for the 452 "other stations" and for the aggregate of 765 standard broadcast stations also were placed in the record.

Analysis of Stations Operating at Loss

Also presented to the Commission but not covered in his testimony were three additional exhibits, which Mr. Sutton is expected to analyze upon his return to the stand Wedensday. One of these covered standard broadcast stations operating at a loss for 1940. This revealed a total of 187 stations, of which 119 were non-newspaper and 68 newspaper. The total losses were $1,551,812, of which the non-newspaper stations lost $829,275 and the newspaper stations $722,537.

The average loss per station was given as $8,298, with the average for the newspaper stations $10,626 and for the non-newspaper stations $6,969.

Five of the stations were clear-channel outlets with 5,000 to 25,000 watts on major networks; 22 regional fulltime stations on major networks; 7 were regional limited and daytime stations on major networks; 3 regional part-time stations on major networks, and 46 were fulltime local stations on major networks. Thus, of the aggregate of 187 stations, 85 were major network outlets.

A combined statement of tangible property owned and devoted exclusively to broadcast service, of the 765 stations, broken down into newspaper affiliates, network managed and operated, and "other stations", was covered in the final exhibit, supplemented by the detailed breakdown as between classes of stations in all categories.

In this tabulation, the 282 newspaper-affiliated stations had depreciated cost of tangible property of approximately $12,000,000, or 37.5% of the aggregate of $32,000,000 for all 765 stations. The depreciated cost of the 31 network-managed and operated stations was approximately $4,000,000, constituting 12.5% of the aggregate, and that of the 452 other stations approximately $16,000,000, or 50% of the aggregate.

Additional tables in this exhibit covered comparisons of newspaper stations against other stations, including the managed and operated outlets. A third table excluded the managed and operated stations.

When the hearings were recessed, no announcement was made where they would be resumed. The proceedings during the two days have been held in the Archives Bldg., but it was understood the auditorium would not be available when the hearings resume on Wednesday.

Gum Gunner

BECAUSE CHARLIE McCARTHY, who conducts the *Early Bird* programs on WHN, New York, finds he is always picking gum off the streets on the soles of his shoes and even sitting on it in chairs, he has organized the A.P.D.C.U. campaign. WHN listeners writing the station now find in their mail special "Early Bird Chewing Gum Dispensers" and McCarthy preaches his morning sermon on behalf of the "anti-promiscuous distribution of used chewing gum" (see initials).

BATTLE CREEK DRUGS Inc., and Consolidated Royal Chemical Corp., doing business as Consolidated Drug Trade Products and as BonKora Co., are charged by the Federal Trade Commission with false claims in advertising BonKora, a reducing agent.

After Nearly Two Years of Negotiations AFRA and WKRC Dissolve Differences

WINDING UP nearly two years of conversations, negotiations and open conflict in a whirlwind finish, officials of WKRC, Cincinnati, and the American Federation of Radio Artists affixed their signatures to a contract July 20, after a four-day session under the guidance of Lillian L. Poses, representative of William H. Davis, chairman of the Defense Mediation Board, who had been asked by the parties to mediate their dispute.

Mrs. Poses flew to Cincinnati July 17 and after individual conversations with representatives of WKRC and of the national and local AFRA boards got the station and union to resume negotiations, resulting in the contract which was signed at 10 p.m. Sunday after an all-day session. The preliminary agreement between WKRC and AFRA which had ended the strike on the previous Monday [BROADCASTING, July 21] gave the mediator authority to act as an arbitrator and to impose a decision, Mrs. Poses said, but she explained that this was not necessary as she found both sides willing to negotiate their differences.

A True Contract

She expressed approval of this attitude and also of the terms of the preliminary contrct which, she said, sets up a pattern which is "workable for the employer and acceptable to the employe" for the solution of disputes without resorting to strikes. Final contract, she said, was not an order signed by her as mediator but a true contract arrived at by bargaining of the two parties and signed by them, a condition much more likely to result in harmonious relations from now on than if she had been forced to impose a solution as an arbitrator.

Final WKRC-AFRA contract was described by Emily Holt, national executive secretary of the union, as a standard AFRA contract, calling for an AFRA shop, a five-day, 40-hour week, minimum wages, etc. Contract was dated back to July 14, date of the preliminary agreement, and runs until Nov. 1, 1943, common expiration date of nearly all AFRA contracts.

Minimum wages for staff announcers were set at $42.50 a week, an increase of $7.50 over the previous minimum, with another increase to $45 to be given at the end of six months. For actors and singers employed on sustaining network programs, pay was set at $8 for a quarter-hour and a series of increases provided for which will raise this to $13.50 prior to the expiration of the contract. Scale for network commercial programs will be the regular national scale as provided in the AFRA code of fair practice.

All staff actors, singers and announcers employed at WKRC have joined AFRA, Mrs. Holt said, including womens' commentators, news and sportscasters. Provision is made in the contract, she explained, that such specialists engaged at WKRC in the future will become AFRA members if they deliver commercials or mention the products or services of their sponsors during their broadcasts.

The agreement between AFRA and MBS prohibiting strikes against network programs as a result of a breakdown in negotiations between AFRA and any MBS affiliate station if the station agrees to submit the differences to arbitration [BROADCASTING, July 21], may be followed by similar agreements between the union and the other networks, Mrs. Holt said, but AFRA has not yet approached them.

Queried about possible action on talent employed for television programs, Mrs. Holt said the triangular committee set up about two years ago by AFRA, Actors Equity and the Screen Actors Guild to handle this matter would probably get together after the AFRA convention next month. An earlier meeting would be impossible, she said, as she will be too occupied with convention business to embark into a new series of negotiations before that time.

Wesson Test

WESSON OIL & Snowdrift Sales Co., New Orleans, on July 28 will begin a schedule of chain-break announcements, three a day, five days a week on KYW, Philadelphia, for Wesson oil. This is the first time the company has used announcements and the 26-week contract is in the nature of a test, with possible extensions later. Company has participated in home economics programs in the East, while on the Coast the firm is sponsoring *Hawthorne House* on six NBC-Red Pacific Coast stations. Kenyon & Eckhardt, New York, handles the account in the East and Fitzgerald Adv., New Orleans, handles the West.

Peter Paul Adds

PETER PAUL Inc., Naugatuck, Conn. (Mound candy bars), has recently added KDKA, Pittsburgh, and WTAM, Cleveland, to its list of stations carrying transcribed announcements. Others are being added. Platt-Forbes, New York, handles the account.

Watch Sutton

WHEN the FCC hearings on the newspaper-ownership issue recessed last Thursday, to be reconvened this Wednesday, the witness on the stand was deQuincy V. Sutton, head broadcast accountant. He had just introduced a series of some 10 exhibits comparing economics of newspaper-owned stations with those of non-newspaper outlets. It was recalled that Mr. Sutton's statistical exhibits introduced during the chain-monopoly investigation of 1938-40 proved the basis for most of the regulations adopted by the Commission, now undergoing revision. So seasoned FCC observers are advising: "Watch Sutton!"

Foster-Milburn Spots

FOSTER-MILBURN Co., Buffalo (Doan's Pills), the week of July 14 started transcribed spot announcements on KYW, Philadelphia, WBZ-WBZA Boston-Springfield and KDKA, Pittsburgh. Contracts are for 52 weeks. Street & Finney, New York, handles the account.

George Case Joins WCFL

GEORGE T. CASE has been appointed program director of WCFL, Chicago, coming from WTMV, East St. Louis, Ill. Formerly he was with WCKY and WCPO, Cincinnati; WIS, Columbia, S. C.; WDNC, Durham, N. C.; WRAL, Raleigh; WING, Dayton.

Syracuse U Conference Studies Radio Problems

MORE than 150 persons registered for the first annual radio conference of Syracuse U held July 17 on the university campus under the direction of Kenneth G. Bartlett, director of the school's radio workshop.

Those participating in the conference, the first of its kind held in central New York, included Dr. I. Keith Tyler, director of evaluation of school broadcasts, Ohio State U; Thomas Rishworth, assistant director of public service programs, NBC; Capt. Harold Kent, radio branch, War Department; Max Bildersee, associate supervisor of radio education, NYU; Marcus Bartlett, production manager, WSB, Atlanta; Michael Hanna, manager, WHCU, Ithaca; Fred J. Parrott, director radio workship, St. Lawrence U; Paul Reed, director of radio and visual education, Rochester public schools.

Gimbel Back on Air

GIMBEL BROS., one of New York's biggest department stores which in 1925 operated the old WGBS, returns to the air Aug. 4 for the first time since it gave up that station, sponsoring *What's New at 9*, Monday through Saturday variety show, 9-9:30 a.m. on WMCA, New York. Program's m.c. is Ted Campbell, with Bob Harris handling news. Recordings will be supplemented by the selection from letter vote of a band leader or vocalist for entry in the "Gimbel Hall of Fame".

IT WAS A SWELL IDEA . . . . until they asked us

Just recently an agency had a swell idea. Just to be sure . . . they checked with us. Then it was "out". We happened to know that the local Richmond conditions made it inadvisable.

WMBG—the Red Network Outlet—covers the Richmond trading area—at a fair rate and without waste. But WMBG offers more than radio time—it offers a close, intimate knowledge of Richmond outlets and merchandise situations. If you want to get the dope on Richmond—food, drug or other situations, ask WMBG.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

National Representative—John Blair Company

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

In ROCHESTER

It's WHEC

BASIC CBS

FIRST CHOICE

FOR NEWS ACCORDING TO SURVEY

A recent survey* showed that more listeners tuned KHJ for news than any other Los Angeles station.

*Survey shown on request

MUTUAL DON LEE

KHJ

LOS ANGELES, CALIF.

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

House Proposes Radio Tax Levy

(*Continued from page 8*)

$100,000 and less, 5% between $100,000 and $500,000, 10% between $500,000 and $1,000,000, 15% over $1,000,000.

In addition, excise rates on radio receiver and parts sales were boosted from 5½% to 10%, and a new tax on telephone, cable and radio leased wires was included in the bill. These levies were estimated to yield annual revenues of $9,400,000 and $27,600,000, respectively [BROADCASTING, July 7].

Although the proposition of levying a heavy tax on broadcast income has been in the public and official eye for some time, the action of the Ways & Means Committee came as a surprise to industry circles, since only a week before it appeared definite that the Committee had decided against such a move [BROADCASTING, July 21].

Takes Third of Profits

However, at the last minute the committee rescinded proposed taxes on candy and chewing gum, cutlery and metal signs, presumably after representatives of these interests made known their opposition. Faced with the necessity of recouping more than $35,000,000 cut from the defense revenue schedule, the committee then decided on the taxes on time sales and billboards, along with a graduated use tax, ranging from $5 to $200, on yachts, and a rise in estate and gift taxes.

In general, it was believed the new tax would eat up almost a third of the total profits of $33,000,000 reported by the industry last year. In addition to the national networks, and big regional networks, the levy also would be made against at least 225 stations with net sales aggregating more than $100,000, FCC figures indicated. This group would include all 50 kw. stations and virtually all clear channel outlets, along with the more prosperous regional stations. Only a few—perhaps one or two—local stations in exceptionally good markets would be hit, it was thought.

Taxes in 1940

As between the 225 profitable stations, 175 in the $100,000 to $500,000 class would pay approximately $1,825,000 in new taxes under the plan, it was estimated. The 42 stations in the $500,000 to $1,000,000 class would pay an estimated $2,700,000, and the eight stations in the $1,000,000-plus class would pay about $2,000,000. The networks' tax probably would make up the difference between this total and $10,000,000, it was thought.

Based on FCC figures for 1940, networks paid about $4,500,000 in Federal taxes on a $14,200,000 net income, including M & O stations, and 734 independent stations paid an estimated $5,000,000 Federal tax on $19,100,000. With the industry showing a $33,000,000 profit for that year, without deducting taxes, this $9,500,000 in Federal taxes and an additional estimated $3,500,000 in State taxes would leave a profit of about $20,000,000.

According to Treasury estimates, the new tax will bring in a total of about $12,500,000. However, since this amount presumably would be deducted from taxable income for excess profits and corporate surtaxes, it was estimated that the tax would yield only some $4,800,000 over the present return from the broadcast industry. Industry estimates run to about twice this figure.

One interpretation of the possible effect of the tax program was that it might tend to equalize profits per station, on a proportionate basis, since the bill really would be paid by 225 stations and the networks, and the remaining 540 commercial stations would be unaffected.

Although no official comment from the Treasury was made public, it is understood proponents of the radio tax based their action on the belief that the cost increase eventually can be passed on to advertisers, that even after paying a high tax broadcasters still will enjoy a high return on their investments, and that they should be willing to pay a high tax for a valuable franchise. All of these points have been consistently denied by broadcasters.

What Are Net Sales?

WHAT constitutes "net time sales" under the proposed 5-15% Federal tax on radio time sales? No official definition had been voiced by Friday by the Treasury Department, the Ways & Means Committee or the Joint Committee on Internal Revenue Taxation. However, the measurement found to be the experience of the industry, based on figures as published by the FCC, may be arrived at by deducting from the gross time sales figure of any operation 29% for frequency and volume discounts, and then deducting from the remainder another 11%, representing agency, representative and broker commissions and outpayments, i.e., on a million dollar gross, deducting $290,000 (29%) for discounts and 11% of $710,000 ($78,100) for commissions, a net time sales total of $631,900 would result.

Botany Buys Video

BOTANY WORSTED MILLS, Passaic, N. J., will soon become the third advertiser on WNBT, NBC television station in New York, sponsoring a daily televised weather forecast followed by a visual presentation of one of the sponsor's products. Series, for which the starting date has not yet been determined, will be placed through Alfred J. Silberstein Inc., New York.

McCann Erickson, B-S-H To Place Axton-Fisher

AXTON-FISHER TOBACCO Co., Louisville, has appointed Blackett-Sample-Hummert, Chicago, to direct advertising of Spud and Zephyr cigarettes. McCann-Erickson, New York, it has been reported, will receive the Twenty Grand account which it formerly handled. The present Axton-Fisher agency is Weiss & Geller, New York.

While no official announcement was made by the agencies or the company, it is understood the shift will be made about Sept. 1. The company is currently sponsoring on NBC-Blue *Twenty Grand Salutes Your Happy Birthday* (Twenty Grand), which will be discontinued Aug. 8; *Imperial Time* with Mary Small (Spud) and *Danger Is My Business* (Zephyr) on MBS. Contract for the latter two programs runs through December.

The company underwent an administrative change last May when a large share of holdings were acquired by the Transamerican Corp., investment bank of San Francisco, and C. B. Robbins resigned as president of Commodity Credit Corp., Washington, to become president of Axton-Fisher.

'Vox Pop' Plans

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), will sponsor *Vox Pop*, starring Parks Johnson and Wally Butterworth on both CBS and NBC-Blue. The show on CBS is new, starting Aug. 4 [BROADCASTING, July 21], while that on the Blue Aug. 8 replaces Ben Bernie's *Army Game* on the same 6 stations, Friday, 9-9:30 p.m. Each broadcast will have a different originating point, with the first broadcast on NBC scheduled from International House in New York and on CBS from the U. S. Military Academy at West Point. Agency is Ruthrauff & Ryan, New York.

Durkee on 26

DURKEE FAMOUS FOODS, Chicago (Durkee's Margarine), is using a total of 26 one-minute transcribed announcements thrice-weekly on WHDF, Calumet, Mich., and WMAM, Marinette, Wis., and a total of 39 announcements five times a week on WSOO, Sault Ste. Marie, Mich. Agency is C. Wendel Muench & Co., Chicago.

"Effery day I leesten to ze farm programs on WFDF. Zat way I get ze vegetables at ze beautiful prices, delivered at Fleen Meechegan."

MBS Seeks Unity In Baseball Pacts

Affiliates Given Suggestions On Play-by-Play Problem

IN AN ATTEMPT to establish a uniform practice on the part of MBS member and affiliate stations in regard to baseball broadcasting, Fred Weber, Mutual general manager, has sent out a memorandum to all Mutual stations, following discussion of the subject at a recent meeting of the MBS board of directors and operating board.

The memorandum brings up three principal problems faced by Mutual in signing 52-week contracts with advertisers with suggestions for local stations wishing to broadcast baseball games. In connection with daytime schedules, Mutual suggests that stations "agree to terminate play-by-play broadcasting of games at 5:30 lcoal time, until possibly the first week in July," thus accommodating most late afternoon network commercials.

In view of night games, MBS advertisers will not wish elimination or delayed transcribed broadcasts of regular commercials, the memo states. To avoid this, it recommends that stations contract with baseball sponsors to permit interruption of games or delay in scheduling until 10:15 p.m. local time or 10:30 p.m. when all network commercials are definitely over for the evening. For the Sunday afternoon problem, Mutual suggests that stations arrange to terminate the baseball programs at 5 p.m. (New York time) until at least the first Sunday in July, thus safeguarding regular broadcast of network commercials beginning early fall for 39 week periods.

The memo requests suggestions on the policy from Mutual affiliates with outlines of present methods used by the stations to avoid these problems.

AFTER 12 DAYS in a lifeboat in mid-ocean, four Red Cross nurses provided dramatic program material last week as they rested in the Norfolk Naval Hospital. Irvin G. Abeloff, of WRVA, went from nearby Virginia Beach to Norfolk to arrange a pickup for the station. Warde Adams and Donald McKay, participated, with Meryle Harrison, engineer, and Harold Lincas, manager of the WRVA Norfolk studio. Here Adams interviews one of the nurses, Lillian M. Pessnicak, of Albany, N. Y. Helen Hiett, NBC commentator, conducted a half-hour interview on the Blue network from New York. WTAR, Norfolk, provided the hospital pickup.

Chow Mein Spots

GREAT CHINA FOODS Co., Chicago, during the first part of September will start a 13-week schedule of one-minute spot announcements on an undetermined number of stations in the Chicago and Milwaukee markets to promote a new packaged product, China Beauty Chow Mein Dinner. Agency is Martin A. Pokrass, Chicago.

Pierce's Fall Plans

PIERCE'S PROPRIETARIES Buffalo, will place through H. W. Kastor & Sons, Chicago, one-minute spot announcements on approximately 35 stations for Dr. Pierce's Favorite Prescription, and on approximately 45 stations for Golden Medical Discovery. Contracts are effective after resumption of standard time around Oct. 1.

New Kraft Program

KRAFT CHEESE Co., Chicago, on Aug. 31 will start on about 40 NBC-Red stations *The Great Gildersleeve*, half-hour comedy sketch built around the character of Throckmorton P. Gildersleeve which was created on the NBC-Red *Fibber McGee & Molly* program. The new series wil lbe heard Sundays at 6:30 in the interests of Parkway Margarine. It will feature Harold Peary in the title role, be produced by Cecil Underwood, written by Len Levinson and with music under the direction of William Randolph. Needham, Louis & Brorby, Chicago, is agency.

New Royal Pudding

STANDARD BRANDS, New York, will use its program *What's My Name*, Sundays, 8-8:30 p. m. on NBC-Red to introduce and plug a new prepared dessert called Royal Orange Coconut Tapioca Pudding. All five broadcasts in August will feature the new product. No other radio will be used but there will be extensive newspaper advertising. Agency is Sherman K. Ellis & Co., New York.

New Mars Product

MARS Inc., Chicago (candy bars), on Aug. 24 discontinues *Dr. I. Q. Jr.* on 28 NBC-Red stations 6:30-7 p.m. Agency is Grant Adv., Chicago. Mars is to bring out a new candy bar named Dr. I. Q. Commercials on the *Dr. I. Q.* program on NBC-Red will feature the new bar starting Sept. 1.

Bulova Turns $500,000 In Signals to Defense

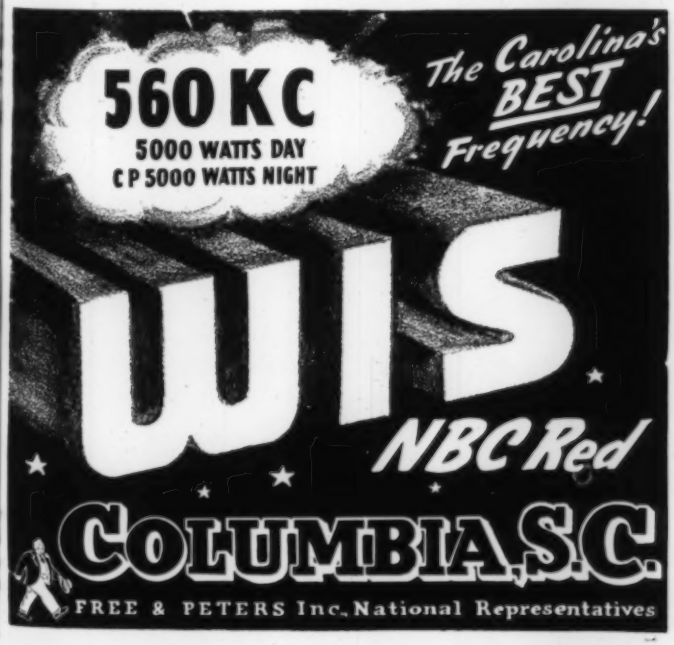
BULOVA WATCH Co., New York, largest buyer of radio time signals, has turned over about $500,000 worth of station-break time on 200 stations from coast-to-coast during the next year to the Treasury Department's Defense Bond campaign. The time signals were donated to the Treasury Department by John H. Ballard, Bulova president.

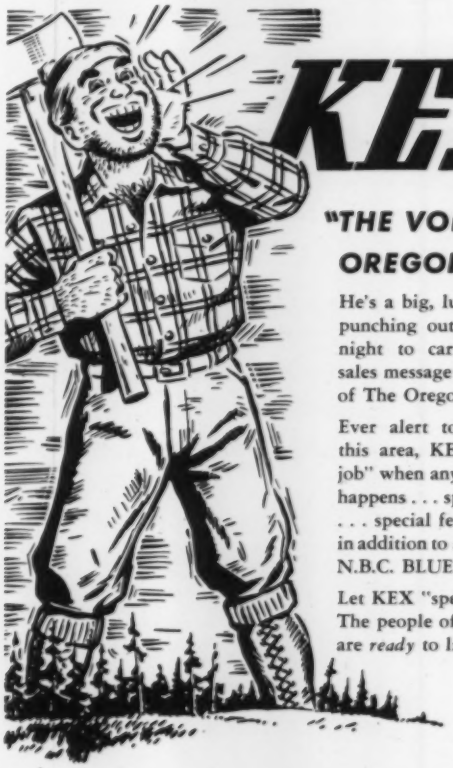
Milton H. Biow, head of Biow Co., Bulova agency, is handling the campaign, which started in mid-July. All Bulova commercials are deleted from the spots and Defense Bond and Stamps copy substituted. The arrangement will continue for two weeks in August and one week of each month thereafter for a year.

Lever Suspends Serial

LEVER BROS. Co., Cambridge (Lifebuoy Soap), will discontinue broadcasts of *Meet Mr. Meek* for a period of six weeks from Aug. 20 to Oct. 8. When it returns, the comedy series will retain its present time, Wednesdays 7:30-8, and will be on the same 60 CBS stations. The program, which started on CBS July 10, 1940, is produced by Richard Marvin and directed by Don Bernard. William Esty & Co., New York, is the agency.

R. B. DAVIS Co., Hoboken, N. J., has entered into a supplemental stipulation with the Federal Trade Commission, agreeing to discontinue certain advertising representations for Cocomalt, milk amplifier, according to a July 26 FTC announcement.





KEX

"THE VOICE OF THE OREGON COUNTRY"

He's a big, lusty fellow, this KEX, punching out 5,000 watts day and night to carry your broadcasting sales message to the farthest reaches of The Oregon Country.

Ever alert to serve the needs of this area, KEX is always "on-the-job" when anything "broadcastable" happens . . . sports . . . public events . . . special features of all kinds . . . in addition to a complete schedule of N.B.C. BLUE network programs.

Let KEX "speak for" your product. The people of The Oregon Country are *ready* to listen, and *able* to buy.

KEX . . . THE VOICE OF THE OREGON COUNTRY

1190 K.C.—5,000 Watts Continuous—N.B.C. Blue

National Representatives—EDWARD PETRY & CO., Inc.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 19 TO JULY 25, INCLUSIVE

Decisions . . .

JULY 22

NBC, CBS—Commission ordered postponement of effective date in Docket No. 5060, regulating chain broadcasting, to 9-16-41.

NEW, WJIM Inc., Lansing, Mich.—Granted CP FM 47.7 mc 3,800 square miles.

KMAC, San Antonio—Granted modification license to 1240 kc unl., 250 w.

KLCN, Blytheville, Ark.—Granted CP new transmitter, antenna, increase to 1 kw D 1320 kc.

KTUC, Tucson, Ariz.—Granted transfer of control from John Merino and Carleton W. Morris to Glenn Snyder, George R. Cook, Burridge D. Butler and Ralph W. Bilty; Carleton Morris to sell entire holdings (30 shares or 10%) to Butler for $1,333 and assumption by Butler of Morris' obligation of $2,000 to the corporation; Merino to sell one share to Butler and 49 shares to Bilty, Butler and Bilty to assume stock subscription obligations of Morris & Merino to licensee corp. aggregating $7,000.

MISCELLANEOUS—**New, E. Anthony & Sons, New Bedford, Mass.,** placed in pending files under Order 79 application FM station; **WFMD, Frederick, Md.,** dismissed without prejudice petition for WBEN rehearing and order granting WSAZ application, also denied rehearing granting CP modification to WSAZ.

SET FOR HEARING—**WOWO, Fort Wayne,** CP directional increase hours to unl. 50 kw; **NEW, Air-Waves Inc., Henry Norman Saurage and Louisiana Communications,** each seeking new stations in **Baton Rouge** 1400 kc 250 w N & D and **Capitol Broadcasting Co.** seeking same facilities in **Port Allen, La.,** joint hearing; **NEW, South Fla. Broadcasting, Miami, Fla.,** and **Pan American Broadcasting System, Hollywood, Fla.,** each asking 1450 kc 250 w unl.

TEMPORARY EXTENSIONS—KCMO KGB KTBS KTUL WBCM WBNS WBNX WCBA WCSC WFBC WFBL WGAR WHEC WHK WHP WING WKAT WPAB WSAI WTSP WROK WSMB WTAQ KFRO KID KLPM.

JULY 24

WCAM, Camden; WCAP, Asbury Park; WTNJ, Trenton, N. J.—Continued hearing until date to be fixed.

WING, Dayton, O.—Granted temp. auth. point-to-point service during aluminum drive.

MISCELLANEOUS—**WBNX, New York,** granted change FM petition to 48.3 mc, denied request to remove from hearing docket; **NEW, Worcester Telegram Pub. Co., Worcester, Mass.** granted amendment FM application to 461 mc 10,000 sq. miles, application removed from hearing docket; **WRDO, Augusta, Me.,** motion for 60-day postponement of renewal hearing granted for 30 days; **KMA, Shenandoah, Ia.,** same; **WGST, Atlanta,** hearing on renewal continued to 9-3-41; **NEW, So. Cal. Broadcasting Co., Pasadena,** granted amendment CP application re transmitter site, etc., nd removed from hearing docket; **NEW, Symons Broadcasting Co., Ellensburg, Wash.,** petition to dismiss without prejudice application ne wstation 1140 kc 1 kw unl. granted; **NEW, Brainerd-Bemidji Broadcasting Co., Barinerl, Minn.,** granted amendment application new station to 1400 kc 250 w unl, application removed from hearing docket and severed from that of **Gazette Co., Cedar Rapids, Ia.; KFEQ, St. Joseph, Mo.,** granted petition intervene application KWK for 680 kc 50 kw unl.; **WMIS, Natchez, Miss.,** granted license new station 1490 kc 250 w unl., **WERC, Erie, Pa.,** granted license new station 1490 kc 100-250 w unl.; **WINC, Winchester, Va.,** granted license new station 1400 kc 250 w unl.

Applications . . .

JULY 21

WTNJ, Trenton, N. J.—Modification license to unl., asking WCAM and WCAP facilities.

NEW, Newark Broadcasting Corp., Newark, N. J.—CP 620 kc 5 kw direction N & D unl.

WBNX, New York—Modification license to unl., asking WAWZ facilities.

WBYN, Brooklyn—CP increase to 500 w 1 kw D, new transmitter, move studio.

WJZ, New York—CP change equipment.

WSIX, Nashville—Modification CP new transmitter, directional N, increase to 1-5 kw, change frequency, asking 5 kw N & D, new transmitter.

WNOX, Knoxville—Modification CP for directional N, increase to 10 kw, new transmitter, asking changes in transmitter and approval of antenna.

KTEM, Temple, Tex.—CP change equip.

WMDF, Greenwood, S. C.—Modification CP new station for new transmitter, change antenna, move studio, 1450 kc under treaty.

WGES, Chicago—Modification license to unl.

KOA, Denver—CP change equipment.

KPO, San Francisco—CP change equipment.

NEW, Independent Broadcasting Co., Springfield, Mo.—CP 1400 kc 250 w unl. (inadvertently omitted by FCC from press release of 4-15-41).

JULY 24

WHKC, Columbus—CP new antenna, change transmitter site.

NEW, Peter J. Nyce, Alexandria, Va.—CP 740 kc 1 kw D, amended to 1600 kc 1 kw unl., 250 w N & D for booster.

WLAP, Lexington, Ky.—CP increase to 1 kw directional N, new transmitter, change to 610 kc.

KONO, San Antonio—Modification license to unl., asking KMAC facilities when it goes to new frequency.

WMAQ, Chicago—CP change transmitter.

JULY 25

WLAN, Endicott, N. Y.—Modification CP new station re transmitter, booster amplifier.

WHIO, Dayton—CP to reinstate as modified increase to 5 kw N & D etc.

Tentative Calendar . . .

NEW, Hawaiian Broadcasting System, Honolulu—CP 1340 kc 250 w unl. (July 28).

Newspaper-Radio hearing pursuant to Orders 79, 79-A to resume in Hearing Room A, Interstate Commerce Commission Bldg. (July 30).

WDAS, Philadelphia—CP change to 1260 kc 1-5 kw unl., directional N. (Aug. 22).

WIBG, Glenside, Pa.—License renewal (Aug. 27).

WRDO, Augusta, Me.—License Renewal (Aug. 27).

NEW, West Allis Broadcasting Co., West Allis, Wis.—CP 1480 kc 250 w D (Aug. 28).

KMA, Shenandcah, Ia.—License renewal (Aug. 28).

NEW, West Allis Broadcasting Co., West Allis, Wis.—CP 1420 kc 250 w D (Aug. 28).

WGST, Atlanta—License renewal (Sept. 3).

The FCC's newspaper-ownership inquiry will convene Wednesday at 10 a.m., in Hearing Room A, Interstate Commerce Commission Bldg., at Constitution Ave. and 12th St. N.W. The initial sessions, which recessed last Wednesday, were in the auditorium of the National Archives Bldg.

WTEL, Philadelphia—CP 1500 kc 250 w unl. (Sept. 12).

KFRO, Longview, Tex.—Modification CP to 1370 kc 5 kw unl. directional N.

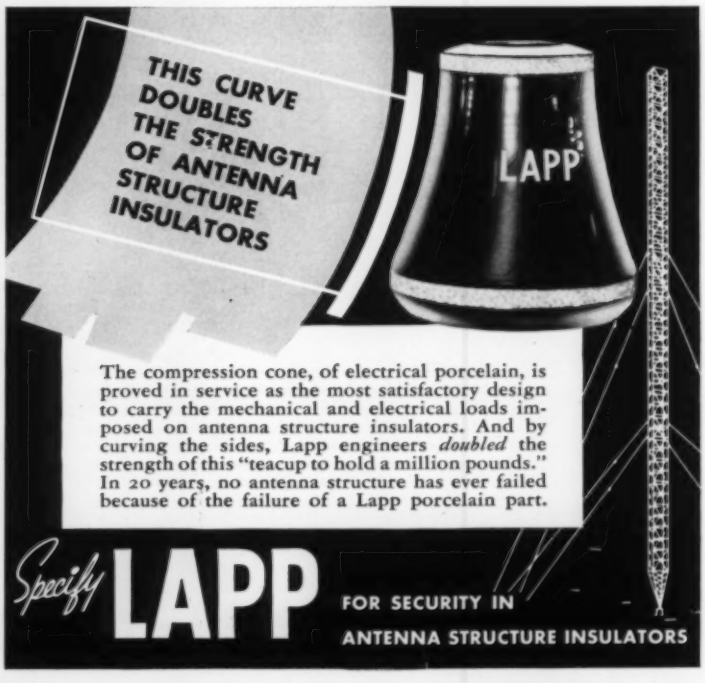
WMBR, Jacksonville, Fla.—CP change to 1060 kc 10 kw unl. (Sept. 18)

Hawley Freelancing

MARK HAWLEY, newscaster of WOR, New York, on Aug. 4 is resigning to freelance with his first assignment as newscaster on the Socony-Vacuum Oil Co. six times weekly news program on WABC, New York. At WOR, Prescott Robinson will take over Hawley's 8 a.m. daily program, continuing his own six times weekly 11 a.m. program for Manhattan Soap Co. and B. T. Babbitt Inc., and his sustaining 2:30 p.m. newscast. Alois Havrilla of WOR will add Hawley's 12:30 p.m. six times weekly news period for Bosco Co. and Bristol-Myers Co. to his schedule, continuing his 6:30 a.m. newscasts and his commercial program 7-7:15 p.m. for Joseph Martinson Coffee Co. and Peter Paul Inc.

Point-to-Point Grant

A SPECIAL temporary dispensation was accorded WING, Dayton, by the FCC July 24 when it granted authority for point-to-point broadcasts in connection with the local aluminum drive. Mayor Brennan and his committee were authorized to use WING to send out instructions to the Girl and Boy Scouts equipped with portable radios as they participated in aluminum collection.


THIS CURVE DOUBLES THE STRENGTH OF ANTENNA STRUCTURE INSULATORS
LAPP
The compression cone, of electrical porcelain, is proved in service as the most satisfactory design to carry the mechanical and electrical loads imposed on antenna structure insulators. And by curving the sides, Lapp engineers doubled the strength of this "teacup to hold a million pounds." In 20 years, no antenna structure has ever failed because of the failure of a Lapp porcelain part.
Specify LAPP
FOR SECURITY IN
ANTENNA STRUCTURE INSULATORS

Craney's Criticism Of NAB Endorsed

DISCLAIMING any intention of launching a new organization of independent broadcasters to supplant the NAB, Ed Craney, operator of KGIR, Butte, and the Z-Bar Network, advised BROADCASTING last Thursday he had received much reaction from broadcasters supporting the views he had expressed in a letter to broadcasters ten days ago.

Referring to the article published in BROADCASTING July 21 on his project, Mr. Craney said the headline on the article was "misleading, as I have no ambition to start an organization of independent broadcasters". He added the article "merely pointed out some boondoggling".

Mr. Craney stated that he had received many communications asking to be "let in on the ground floor", or stating "we are with you 100%; where can we meet?"

Must Have Authority

Mr. Craney added that evidently many broadcasters have seen the same errors he had observed. He said that independent non-network broadcasters have the NIB to look out for their interests. He explained the organization he had in mind would not meet with the approval of those who attend NAB conventions and "would not, in fact, meet with the approval of some who have written me".

"Such an organization," Mr. Craney said, "would be one of active station executives who own enough interest in the station they represent to speak with authority for that station. Such a group probably would be fairly small and would meet two or three times yearly to discuss and formulate their policy of broadcasting for the betterment of service to the public, the best guarantee we have for the continuance of the present American system of broadcasting."

Army Games in Spanish Scheduled by WLWO

WLWO, Crosley Corp. shortwave outlet, will describe the coming Army maneuvers in Louisiana in Spanish for Latin American listeners, it was announced last week by James D. Shouse, vice-president in charge of broadcasting for Crosley. The war games will cover 20,000 square miles and will be the largest ever undertaken in the United States.

This will be in addition to coverage planned in English over over WLW. A crew of five and the station's largest mobile unit will be sent into the field with the troops. Recordings will be made of the highlight action of each day of the maneuvers and will be sent by air express to Cincinnati. Present plans call for two 15-minute recordings daily, one in Spanish and the other in English.

The WLW-WLWO crew will be composed of Joseph Ries, co-ordinator of special events; Jorge Mayoral, Spanish language announcer; Dave Conlon, engineer; Cecil Carmichael, assistant to Mr. Shouse.

Network Accounts

All time EDST unless otherwise indicated.

New Business

BAYUK CIGARS Inc., Philadelphia (Phillies), on Aug. 4 starts *Cal Tinney Sizing Up the News* on 74 MBS stations, Mon., Wed., 8-8:15 p.m., and shifts *Inside of Sports* from 30 to 74 MBS stations, Tues., Thurs., Sat., 7:45-8 p.m. Agency: Ivey & Ellington, Philadelphia.

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive soap, shave cream), on Sept. 1 starts *The Happy Gang* on 33 Canadian Broadcasting Corp. stations, Mon. thru Fri., 1-1:30 p.m. (EDT). Agency: Lord & Thomas of Canada, Toronto.

GROVE LABS., St. Louis (proprietary), on Oct. 5 resumes for 52 weeks *Sherlock Holmes*, on 67 NBC-Red stations, Sun. 10:30-11 p.m. (EST). Agency: Russel M. Seeds Co., Chicago.

Renewal Accounts

P. LORILLARD Co., New York (Beechnut cigarettes), on Aug. 9 will renew for 13 weeks *Soldiers Quiz* on 18 Colonial Stations, Sat., 8-8:30 p.m. Agency: Lennen & Mitchell, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Sept. 23 renews for 27 weeks Horace Heidt's *Treasure Chest* on 69 NBC-Red stations, Tues., 8:30-9 p.m. (EST). Agency: Stack-Goble Adv. Agency, Chicago.

Network Changes

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate Dental Cream), on Aug. 2 replaces *Colgate Spotlight with Guy Lombardo & His Orchestra* on 69 CBS stations, Saturdays 8-8:30 p.m. Agency: Ted Bates Inc., N. Y.

R. B. SEMLER, New Canaan, Conn. (Kreml Hair Tonic), on July 28 adds five MBS stations to *Gabriel Heatter*, making a total of 20 MBS stations, Mon., Wed., Fri., 9-9:15 p.m. (KFEL, KSO, KXYZ, WGRC, WLOL), and on Aug. 25 adds WTHT. Agency: Erwin, Wasey & Co., N. Y.

Shell Oil Grid Shows

SHELL OIL Co., St. Louis, has again purchased sponsorship of a 15-minute preview and 45-minute review and variety show before and after all U of Minnesota football games on KSTP, according to Ray C. Jenkins, sales manager. Under Big Ten rules no sponsorship of the actual game is permitted. KSTP will key the programs to Minnesota Network stations KFAM, St. Cloud; KYSM, Mankato; KROC, Rochester; WEBC, Duluth.

Winning Number

WAIR listeners listen, believe and buy. WAIR's spot on the dial is worth a fortune to the wise time buyer who signs on the dotted line.

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

Hearings Continued by Court In Don Lee, Rogan Jones Case

Network Seeks Cancellation of KVOS-KPQ Pact When Stations Refuse to Accept Some Shows

INJUNCTION proceedings in Superior Court in Tacoma, Wash., growing out of cancellation by the MBS-Don Lee-Pacific network of its contract with the Rogan Jones stations—KVOS, Bellingham, and KPQ, Wenatchee—were continued until July 31 by the court last Thursday afternoon. The action followed nearly a week of hearings on the Jones' appeal for permanent injunction to replace the temporary order granted by the court to require continuance of network service.

Based on FCC Rules

Mr. Jones, interpreting the projected FCC network regulations on time options, had cancelled certain Mutual programs in favor of locally originated shows, leading to the break earlier this month with Pacific Broadcasting Co., Northwest segment of the MBS-Don Lee Network. The stations, upon issuance of the temporary injunction, continued to receive network service, but the network on July 13 added KGA, Spokane, as a regular outlet.

The hearing was continued last week upon a statement by counsel for all parties that a settlement was in process of negotiation. Pacific announced that its original offer, a part of the original cancellation notice, still stands upon condition that the Jones stations dismiss their suit and dissolve the injunction and, it was reported, Mr. Jones has indicated complete acceptance of Pacific's proposition. The case was being heard before Judge Joseph A. Mallery, with John C. Kendall and Leo Teats representing Pacific and Andrew D. Haley, Washington attorney, representing Jones.

Based on New Rules

According to Carl E. Haymond, president and general manager of Pacific, Mr. Jones on behalf of KVOS and KPQ "without notice or warning notified Pacific of his refusal to take Mutual-Don Lee sustaining programs consisting of all news programs, both commercial and sustaining, before 9 p.m. any day and all network commercials during the noon hour every day except Sunday, effective immediately.

"Justification for his refusal," Mr. Haymond advised BROADCASTING, "was his interpretation of the FCC's new network regulation 3.105 which he claimed was effective Aug. 2, and also a provision in his affiliate contract whereby his station was entitled to substitute a locally originated program of major public interest for a network program.

"Upon such refusal to continue to broadcast commercial network programs formerly broadcast by him without objecting, and construing such action as a breach of the existing contract, Pacific then notified Jones that the network affiliation contract would be cancanelled effective July 12, and telephone lines furnished by Pacific would be withdrawn.

"As an alternative and for Jones' accommodation, Pacific offered to continue network service conditioned upon Jones paying the line charge from the nearest Mutual outlet, and Pacific would pay him for all commercials on a spot rate basis where his stations were sold in addition to regular network affiliates.

"This alternative was accepted by Jones July 11, and Pacific withdrew the cancellation of telephone lines to his stations. Without any notice, Jones on July 12 filed action in Superior Court asking for a permanent injunction restraining Pacific from cancelling the original affiliate contract on grounds that the termination of the network service would cause his stations irreparable damage.

Affected Five Accounts

"Jones' refusal to accept network commercials affected five accounts involving 25 quarter-hour periods per week and 21 of these were news programs by well-known commentators and sponsored by national advertisers, including Los Angeles Soap Co., General Foods, Langendorf Bakery, Alka-Seltzer and American Home Products. These programs had been regularly released by Mutual affiliates, including the Jones stations, without objection.

"Reliably informed that Jones has substituted for such refused commercials local originated musical transcriptions and records on 17 of the quarter-hours and local news on the balance, none of which Pacific contends constitute local programs of major public interest, the case was carried to Superior Court in Tacoma.

"Pacific concedes that a licensee is entitled to exercise complete control of program content, and is entitled to substitute local originations for network commercials when the same are of major public interest and importance, but contends that the affiliate licensee must exercise discretion reasonably if he expects to continue as a network outlet. Jones' contention if sustained and carried to its logical conclusion will utterly destroy broadcasting network service. Jones by his action indicates his desire for continuation of present network service while reserving arbitrary right to reject any or all commercial programs."

THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

INS

Accuracy is the first law of INS. Speed comes next. Sparkle, human interest, a good show is a close third.

INTERNATIONAL NEWS SERVICE

Columbia's Station for the

SOUTHWEST

KFH

WICHITA

KANSAS

Call Any Edward Petry Office

Arnold Disclaims Any Intention to Hurt Advertising

Says Justice Dept. Oil Probe Is Merely Fact Finding

ACCOMPANIED by explanations that the move is merely a fact-finding survey, the Justice Department Anti-Trust Division, headed by Assistant Attorney General Thurman W. Arnold, has called upon the country's major oil companies to furnish data on their advertising activities through a comprehensive questionnaire.

First returns on the questionnaire were due last Monday, but time extensions were granted to companies unable to meet the early deadline.

He Favors Advertising

Justice Department officials indicated the questionnaires were issued for a two-fold purpose: To obtain information for discussions regarding the consent decree the department expects will terminate its anti-trust action against the 367 companies covered in the American Petroleum Institute, and to gather data for possible rationing or other control of petroleum products on the Eastern Seaboard.

Denying any intent to "ruin" advertising, Mr. Arnold declared last Wednesday that the questionnaire survey is part of "an inquiry to see how far advertising is used to compel gasoline filling stations to deal in only one line of products—which I think is a monopolistic practice intended to crush competition".

The exhaustive questionnaire asked for the total amount spent and to whom paid for advertising on radio stations and networks, newspapers, periodicals, billboards, direct promotion and other advertising classifications. Names of media and advertising agencies, copies of advertising displays and radio scripts also were requested.

Some observers noted a parallel between Justice Department ideas on oil advertising and the Big Four cigarette indictment of last year. In that case it was maintained that cigarette companies, through their intensive and large-scale advertising, made their product appear so attractive to consumers that merchants were forced to stock the advertised brands as a customer convenience, although their profit was smaller than on other lines.

Holding that he favored stimulating rather than restricting advertising, Mr. Arnold commented that the more advertising there was, the better, from the anti-trust standpoint. Contending that big oil companies make their product so attractive through advertising that filling station operators feel constrained to handle a much-advertised petroleum product as a practical matter, and finally agree to grant a marketing franchise under which the operator not only handles the principally advertised product, but also a full line of corollary products such as lubricating oil, batteries and tires, and agrees to handle no other line, Mr. Arnold commented on such "full line forcing":

"I think every filling station ought to be allowed to carry and sell any or all brands of gasoline, just like the soft drink stands that sell the various cola drinks. There are Coca-Cola, Pepsi-Cola and Royal Crown Cola—all extensively advertised by the manufacturers. But I have not heard of any exclusive franchise arrangement in this field."

Drawn for BROADCASTING by Sid Hix

"Young Lady, Are You Connected With a Newspaper?"

Control of Foreign Broadcasts May Come Under Col. Donovan

Defense Coordinator of Information Studying Subject; Robert E. Sherwood Is Assistant

POSSIBILITY that Col. William J. (Wild Bill) Donovan, recently appointed coordinator of information by President Roosevelt, will take over supervision of international broadcast operations from the national defense standpoint, was foreseen in Washington last week.

Named July 11 by President Roosevelt to the new national defense post, Col. Donovan has established offices in the State Department. He has retained as his chief assistant Robert E. Sherwood, playwright, and is understood to be making an exploratory study of the international broadcast operations preparatory to formulating concrete plans.

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. . COMPLETE COVERAGE OF THE ENTERTAINMENT FIELD . . .

RADIO STATION WCLO
Operated By The Janesville Daily Gazette
200-204 EAST MILWAUKEE STREET
Janesville Wisconsin

July 21, 1941

TRANSMITTING STATION SOUTH OAKHILL AVENUE

STUDIOS AND OFFICES THIRD FLOOR GAZETTE BLDG.

Mr. M. M. Blink,
Standard Radio,
360 N. Michigan Ave.,
Chicago, Ill.

Dear Milt:

As we near the end of our first year as a subscriber to your Standard Library Service, we are still receiving many compliments from listeners and businessmen throughout Southern Wisconsin, on the excellent programming of WCLO during the past few months, and I feel that these compliments should be passed along to you.

When your first shipment of transcriptions arrived in Janesville, we were agreeably surprised at your excellent choice of talent, the remarkable job you were doing on production, and the excellent service which your organization renders to one of its subscriber stations. Your complete coverage of the entertainment field is what puts Standard Transcription Library into the class with network programs.

Congratulations - keep up the good work!

Best wishes and kindest personal regards.

Yours very truly,
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HOLLYWOOD CHICAGO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as

Arnold Disclaims Any Intention to Hurt Advertising

Says Justice Dept. Oil Probe Is Merely Fact Finding

ACCOMPANIED by explanations that the move is merely a fact-finding survey, the Justice Department Anti-Trust Division, headed by Assistant Attorney General Thurman W. Arnold, has called upon the country's major oil companies to furnish data on their advertising activities through a comprehensive questionnaire.

First returns on the questionnaire were due last Monday, but time extensions were granted to companies unable to meet the early deadline.

He Favors Advertising

Justice Department officials indicated the questionnaires were issued for a two-fold purpose: To obtain information for discussions regarding the consent decree the department expects will terminate its anti-trust action against the 367 companies covered in the American Petroleum Institute, and to gather data for possible rationing or other control of petroleum products on the Eastern Seaboard.

Denying any intent to "ruin" advertising, Mr. Arnold declared last Wednesday that the questionnaire survey is part of "an inquiry to see how far advertising is used to compel gasoline filling stations to deal in only one line of products—which I think is a monopolistic practice intended to crush competition".

The exhaustive questionnaire asked for the total amount spent and to whom paid for advertising on radio stations and networks, newspapers, periodicals, billboards, direct promotion and other advertising classifications. Names of media and advertising agencies, copies of advertising displays and radio scripts also were requested.

Some observers noted a parallel between Justice Department ideas on oil advertising and the Big Four cigarette indictment of last year. In that case it was maintained that cigarette companies, through their intensive and large-scale advertising, made their product appear so attractive to consumers that merchants were forced to stock the advertised brands as a customer convenience, although their profit was smaller than on other lines.

Holding that he favored stimulating rather than restricting advertising, Mr. Arnold commented that the more advertising there was, the better, from the anti-trust standpoint. Contending that big oil companies make their product so attractive through advertising that filling station operators feel constrained to handle a much-advertised petroleum product as a practical matter, and finally agree to grant a marketing franchise under which the operator not only handles the principally advertised product, but also a full line of corollary products such as lubricating oil, batteries and tires, and agrees to handle no other line, Mr. Arnold commented on such "full line forcing":

"I think every filling station ought to be allowed to carry and sell any or all brands of gasoline, just like the soft drink stands that sell the various cola drinks. There are Coca-Cola, Pepsi-Cola and Royal Crown Cola—all extensively advertised by the manufacturers. But I have not heard of any exclusive franchise arrangement in this field."

Drawn for BROADCASTING by Sid Hix

"Young Lady, Are You Connected With a Newspaper?"

Control of Foreign Broadcasts May Come Under Col. Donovan

Defense Coordinator of Information Studying Subject; Robert E. Sherwood Is Assistant

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